

# Jordan Skedgwell

UX Designer

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## About

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### Jordan Skedgwell

Sydney, NSW & Canberra, ACT

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## Experience

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### User Experience Designer

University of Canberra

FEBRUARY 2019 - APRIL 2021 (CONTRACT) / CANBERRA, ACT

- Established an in-person, moderated user research process and panel, then transitioned to a remote, moderated process using Askable and Optimal Workshop during COVID-19;
- Presented research insights and solutions during sprint showcases and planning meetings with senior stakeholders;
- **2019-2020:** Delivered a portal used by 16,000 enrolled students to complete course and unit enrolment tasks, visualise data, and complete self-service tasks - and which achieved an 84% approval rating from 500+ opt-in feedback respondents;
- **2020-present:** Delivered a future-student web environment featuring course, unit and major search functionality and a 100-page content discovery environment.

### Member Engagement Manager

Delvinia

AUGUST 2017 - APRIL 2018 (CONTRACT) / TORONTO, ON

- Defined, evaluated and reported to executive management on member engagement strategies and metrics;
- Contributed to the research and implementation of improvements to the user experience of legacy platforms, and the task flows of a new, automated research platform;

- Project lead in implementing the Zendesk CRM platform to improve the customer experience of 200,000+ research panel members - leading to a 75% reduction in SLA breaches and improving average response time from 96 hours to less than 48 hours;
- Trained and mentored two Engagement Specialists.

### **Marketing Assistant**

University of the Sunshine Coast

APRIL 2014 - DECEMBER 2016 / SUNSHINE COAST, QLD

- Planned and executed community and stakeholder engagement events and experiential marketing activations;
- Placed, evaluated and mentored 20+ brand ambassadors;
- Produced content for email marketing campaigns and supported Oracle CRM platform.

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## **Education**

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### **CareerFoundry**

Frontend Development for Designers

MARCH 2021 - MAY 2021 / ONLINE

Certificate in UX/UI Design

DECEMBER 2017 - AUGUST 2018 / ONLINE

### **University of the Sunshine Coast**

Bachelor of Business (Marketing)

JULY 2013 - DECEMBER 2016 / SUNSHINE COAST, QLD