JON FOX

UX & Product Design Leader
Founder, NELAUX
Certified SCRUM Master

Pasadena, CA
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I am a **Director of User Experience** with over 20 years of experience working on digital products from startups to corporations. My work focuses on Agile design process and business strategy, bringing research and design methodologies to demonstrate the direct impact that UX has on user satisfaction and business goals having scaled design teams that deliver interfaces customers love.

I design enterprise applications, social networks, mobile apps and entertainment properties of all shapes and sizes that are driven by research, usability testing and partnerships with product, engineering and business teams.

As a leader of **NELAUX**, I am connected to over 1,000 UX designers and developers in the Los Angeles area as well as to some of the top UX industry professionals in the world. I often give talks or lead discussions at UX Conferences across the country.

High Level Experience

August 2013 • Present
OpenX   UX Lead / Director of User Experience

November 2000 • Present
JonFoxUX   UX Consulting

July 2012 • February 2013
Love It, LLC   Lead UX / Mobile Interaction Design

August 2011 • July 2012
Ubermedia, an Idealab Company   Director of UX

April 2010 • June 2011
Citysearch   Snr. Interaction Designer / Director of UX

August 2005 • March 2010
Venice Consulting Group   Director of Creative Services

October 1995 • January 1999
Paramount Digital Entertainment   Associate Producer

Top Skills
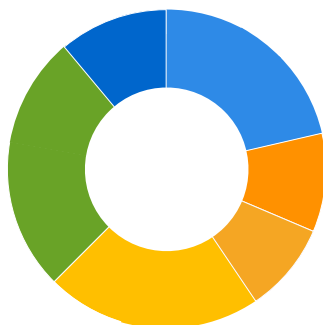
UX Team Leadership • Agile Development / Certfied Scrum Master • User Research Methodologies • Product Management and Roadmapping • Design Thinking • Business Strategy

Wireframe and Visual Mockup Design • Information Architecture • Pattern Libraries and Style Guides • Prototyping • Journey Maps • Task Flow Analysis • Contextual Research • Heuristics • Brand Management • Photography • Sketch • Photoshop • Omnigraffle

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Detailed Experience

August 2013 - Present
OpenX   Director of User Experience

Manage and scale team of 5 designers and researchers in complex enterprise application design, research development and business strategy for ad tech.

I am accountable for building the User Experience Design team from the ground up and leading the initiative for enterprise UX, including developing UI pattern libraries, Sketch templates and revised workflows for existing and new product lines. Working directly with business stakeholders, engineers and product owners to design and deliver a comprehensive design strategy including developing comprehensive user research studies on product workflows and information architecture including contextual interviews, heuristic evaluations, affinity mapping and co-design activities with external and internal customers.

Hands-on designer for a suite of header bidding, exchange and ad inventory products focused on set-up, reporting and operational efficiency for internal and external Ad Ops Managers, Account Managers, Sales Engineers and more.

Hand selected by the CEO to transform corporate culture by applying tenants of Design Thinking across all customer facing areas of the company, including Marketing, Social, Recruiting and Partner Services.

Also, transforming corporate culture by applying tenants of Design Thinking across all customer facing areas of the company, including Marketing, Social, Recruiting and Partner Services.

November 2000 - Present
JonFoxUX   UX Consulting

Currently focused on user experience and interaction design consulting for web, mobile and software clients. Design Advisor for startups, design organizations and individuals.

Projects and clients include:
Live Nation, Epson USA, Dial800, Coffee Bean & Tea Leaf, Warner Bros. Pictures, Berliner Photography, JS2 Communications, Jamba Juice, Six Foot Studios, Topa Management

Developed advertising and marketing campaigns for publications, print collateral, trade show displays, and corporate branding. Built custom web site solutions including design and development, including Wordpress implementation, Flash animation and brand building.

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Detailed Experience

July 2012 - February 2013
Love It, LLC   Lead UX / Mobile Interaction Design

Social startup focused where I delivered a complete mobile and tablet interaction design strategy and scaled it to a new product and business entity.

Ran the mobile and tablet UX strategy with focus on interaction design, functional architecture and brand vision for the LoveIt app. Focused on streamlining onboarding and registration, engagement tools and developing overall product direction. Lead the initiative for a product reimagining with a focus on cutting-edge interaction methods including horizontal scrolling mechanics, drag & drop curation, collaboration and touch-based navigation paradigms. Worked directly in live HTML prototypes, wireframes and visual design concepts in real time.

August 2011 - July 2012
Ubermedia, an Idealab Company   Director of UX

Social network startup meant to disrupt Twitter and Facebook through interest-based user generated content and connection. UX Team of One focused on mobile, tablet and browser UX, visual design for user conversion, content discovery and community tools.

Employed best practice UI strategies across products with a focus on MVP development, design simplification and user engagement. Executed deliverables for user conversion, content discovery and community tools while executing tests within the Lean Startup / Lean UX methodologies and Agile scrum development. Completed simultaneous architecture and visual design tasks for each product.

April 2010 • June 2011
Citysearch   Snr. Interaction Designer / Director of UX

Work closely with product owners on UX strategy, engagement and brand reinvention for Citysearch.com, CityGrid Media and their respective mobile applications for iPhone, iPad and Android.

Responsible for UX, GUI, interaction design architecture, wireframes, process flow documentation, usability plans and visual design for web and mobile applications. Simplified and redesigned browser-based community tools, registration processes, business profiles and rebranding initiatives via use cases, business requirements, engagement and editorial.

Designed complete UX and visual presentation for Deals by Citysearch iOS and Android app in February 2011.

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Detailed Experience

August 2005 • March 2010
Venice Consulting Group   Director of Creative Services

Oversee and manage creative department for Venice Consulting Group, an internet marketing and product development company. Role included project and team management, user experience and strategy, lead designer and creative liaison on client projects. Managed team of 5 on front end and GUI product development.

Focused on UX design, information architecture, brand strategy, product development, interactive and animation design and marketing. Delivered front-to-back creative solutions and design implementation expertise for SaaS applications and web portals in .NET, PHP and Java.

Developed front end templates in XHTML, JavaScript and CSS for custom back end development, enterprise CMS integration and social media.

Additional responsibilities include sales, internal marketing and brand management, SEO, PPC/SEM, project management and creative project delivery. Managed internal and client PPC/SEM campaigns using Google AdWords. Participated in over $5 million in sales efforts benefiting the company.

Projects and clients include: Pontiac, AFTRA, Team One / Lexus, Administaff, Houlihan Lokey, Tourism Authority of Thailand, State of California, CP+B/Volkswagen, IMAGNY, Ohio State Bar Association, Bosch, Assorted iPhone Applications

October 1995 • January 1999
Paramount Digital Entertainment   Associate Producer

Entertainment Tonight Online
Oversaw and managed teams in day-to-day production of Entertainment Tonight Online news magazine in content development, design and deadline production. Responsibilities include daily site management and content production, graphic design, Flash animation, writing, video production, photography and on-camera reporting.

Star Trek Continuum
Developed web-based content for Databanks and Mission Log sections in extensive web site library.sentation for Deals by Citysearch iOS and Android app in February 2011.