

# JON FOX

UX & Product Design Leader

Founder, NELAUX

Certified SCRUM Master

Pasadena, CA

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213-446-1381

 • jonfoxux.com

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 • jonfoxux

I am a Product and Experience Design Leader steeped in UX with over 20 years of experience working on user research and delivery of digital products at scale from startups to large corporations. My work focuses on bringing an Agile-based design process to businesses by employing research, interaction design and prototyping in collaboration with business and engineering processes to demonstrate the impact design thinking has on human-centered product development when matched with technical feasibility and business strategy.

As a local design leader, I manage and scale teams throughout Los Angeles and cofounded NELAUX, a local meetup organization with 2,000 members fostering the Northeast LA UX community. I regularly teach and speak on design thinking at local events and conferences across the country.

## High Level Experience

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December 2016 - Present

**Idean**

Creative Director (Experience Design)

August 2013 • December 2016

**OpenX**

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

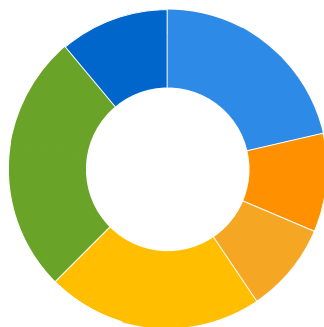
October 1995 • January 1999

**Paramount Digital Entertainment**

Associate Producer

## Top Skills

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UX Team Leadership • Design Thinking Workshop Facilitation • Certified Agile Scrum Master • User Research Methodologies • Product Management and Roadmapping • Business Strategy • Speculative Design • Speaking Engagements

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

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## Detailed Experience

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December 2016 - Present

### Idean

Creative Director (Experience Design)

Idean helps businesses create the most innovative and valuable services, products, and experiences in their industries by specializing in user and customer experience, user interface, and service design. I currently manage creative services for the LA studio, including Enterprise Application UX design, Automotive UI, VR, AR, mobile and motion graphics.

I engage in ethnographic studies and user research, and facilitate workshops on design thinking methods to help clients solve business and organizational strategies. Develop design strategy documentation and project planning as well as wireframes and prototypes for business and consumer applications.

### Projects and clients include:

Hyperloop, HSBC World Rugby, Honda, Hitachi, Google, Volkswagon

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August 2013 - December 2016

### 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. Accountable for building the Product 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.

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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. Developed web sites, marketing campaigns, print collateral, trade show displays, and corporate branding.

### Projects and clients include:

coParenter, Live Nation, Epson, Coffee Bean & Tea Leaf, Warner Bros. Pictures, Berliner Photography, Jamba Juice, Dial800, Topa Management

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## Detailed Experience

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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 hands-on 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.

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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.

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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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Pre-2010

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.

### Projects and clients include:

Paramount Pictures (Star Trek, Entertainment Tonight), 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

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