

JON FOX

UX & Product Design Leader
Founder, NELAUX
Certified SCRUM Master

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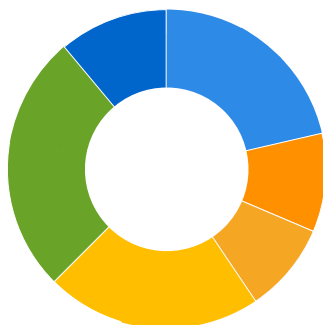
I am a Product and Experience Design Leader steeped in UX with over 20 years of experience working on user research and delivery of digital products at scale from startups to large corporations. My work focuses on bringing an Agile-based design process to businesses by employing research, interaction 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

December 2018 - Present Smartmatic / LA Voting System	Experience Design Lead (VSAP)
December 2016 - November 2018 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	Product Design Lead
April 2010 • June 2011 Citysearch	Snr. Interaction Designer / Director of UX
August 2005 • March 2010 Venice Consulting Group	Lead Designer / Director of Creative Services

Top Skills



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 • Service Design • Journey Maps • Task Flow Analysis • Contextual Research • Ethnography • Brand Management Sketch • Photoshop • Invision • Photography

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Detailed Experience

December 2018 - Present
Smartmatic / LA Voting System

Experience Design Lead

Design implementation and validation of hardware and software solutions for all new digital touchscreen voting systems to be employed across LA County beginning with the upcoming 2020 election. Working with IDEO and Votem on fulfillment of design language, motion graphic animation, user engagement, training and service design for users on-site at voting centers, including accessibility requirements to accommodate voters who are seeing or hearing impaired or with low-to-no motor control. Completed full user validation testing on ballot marking devices with blind, color-blind and standard voters and lead initiatives for modifications based on findings to guarantee accurate election results.

December 2016 - November 2018
Idean

Creative Director (Experience Design)

Management of creative services for the LA studio, including Enterprise Application UX design, Automotive UI, VR, AR, mobile and motion graphics.

Ethnographic studies and user research, and facilitation of 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

August 2013 - December 2016
OpenX

Director of User Experience

Scaled and managed team of 6 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 workflows for existing and new product lines. Worked directly with business stakeholders, engineers and product owners to design and deliver a comprehensive design strategy including developing user research studies on product workflows and IA 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 and 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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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 hands-on focus on interaction design, functional architecture and brand vision for the Lovelt 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 methodology and Agile scrum development.

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.

Self / Freelance - JonFoxUX

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, information architecture, brand strategy, product development, interactive and animation design and marketing.

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