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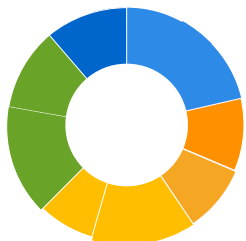
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As a Product and User Experience Design Leader my work focuses on establishing an Agile-based design process employing research methodologies, interaction design and prototyping. In leading teams, I also facilitate business innovation workshops that help companies identify the right strategies while mentoring designers through technical processes that streamline efficiency and maximize output.

As a local design leader, I manage teams throughout Los Angeles and cofounded **NELAUX**, a local organization with 2,000 members fostering the Northeast LA UX community, where I regularly speak at events and conferences.



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

Wireframe and Visual Mockup Design • Figma, Sketch, Photoshop, Invision, etc. • Information Architecture • Pattern Libraries & Style Guides • Prototyping • Service Design • Journey Maps • Task Flow Analysis • Contextual Research • Ethnography • Brand Management • UI Motion Graphics • VR/AR • Photography



February, 2020 - Present

Kaiser Permanente

Senior UX Designer, Design Systems

Joined the newly formed KP Digital team to lead the next evolution of the Kaiser Permanente Design System across mobile and web. Helped develop and optimize an Agile-based intake and output process for the Design System and the technical design of UI components, atomic patterns and interactive, testable prototypes designed in Figma and Sketch to empower design teams across KP to implement into their products within a global redesign.

Lead the initiative to create an end-to-end discovery, design and delivery process with Agile methodologies by leading workshops, researching user needs and building a complete process using Jira and Confluence. Working on improving the design language and specific workflows associated with Kaiser's direct response to the COVID-19 outbreak helping patients stay informed and get treatment as needed.

December, 2018 - February, 2020

Smartmatic / LA Voting System

Experience Design Lead

Design implementation and validation of hardware and software solutions for all new digital touchscreen voting systems employed across LA County for the 2020 election and beyond. 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, a Capgemini Company


Creative Director (Experience and Service Design)


Idean helps businesses create the most innovative and valuable services, products, and experiences in their industries by specializing in customer experience, user experience, user interface, and service design.

I lead all creative and service design delivery resources and design work for the Los Angeles studio, including Enterprise Application UX design, Automotive UI, VR, AR, mobile and motion graphics. I also facilitated workshops on design thinking methods as well as lead ethnographic research studies for clients solving business strategies and organizational challenges. Working with our content team, I developed design-oriented film and interactive content projects with a special focus on automation and speculative design concepts. Facilitated user research studies on global projects with diverse user types and goals.

Projects and clients include: Virgin Hyperloop, HSBC World Rugby, Honda, Hitachi, Google Cloud Next, Volkswagen, Avetta

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August, 2013 - December, 2016

OpenX

Director of User Experience

Scaled and managed team of 8 designers and researchers from the ground up in complex enterprise application design, research development and business strategy for AD Tech. Accountable for leading the initiative for enterprise UX, including developing UI-dev lead pattern libraries, Sketch-based templates and workflows for existing and new product lines. Worked directly with business stakeholders, engineers and product owners to deliver a comprehensive design strategy including user research studies on product workflows and IA including contextual interviews, heuristic evaluations, affinity mapping and research activities with external and internal users. 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 managing user centric directives for Marketing, Social, Recruiting and Partner Services.

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 wireframe architecture and brand vision for the Lovelt app. Focused on streamlining onboarding and registration, engagement tools and developing overall product direction with comprehensive user testing. Lead the initiative for a product reimagining with a focus on cutting-edge interaction methods including horizontal scrolling, drag & drop curation, collaboration and touch-based navigation paradigms.

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. Focus 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, streamlined design and user engagement. Executed deliverables for user conversion, content discovery, community tools and user tests within the Lean Startup methodology and Agile scrum process.

Prior employers, projects and clients include:

Citysearch, Vizio, Paramount Pictures (Star Trek Online, Entertainment Tonight), Lexus, Pontiac, Tourism Authority of Thailand, SAG-AFTRA, Administaff, California State Portal, CP+B (Volkswagen), IMAGNY, Ohio State Bar Association, Bosch

All prior experience available at www.linkedin.com/in/jonfoxux and www.jonfoxux.com

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