JON JORDAN
SENIOR PRODUCT DESIGNER

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EDUCATION

Masters of Interaction Design
California College of the Arts
Aug 2017 - Aug 2018

B.A. Philosophy
UC Davis
Sept 2007 - Apr 2012

SKILLS

Design "Super Power"

Interpersonal skills: presentation and storytelling, workshop and group facilitation, collaborating and building alignment with other stakeholders, user research and interviews, UX writing

Hard Skills

Full-track design process including: user research, synthesis, design strategy, user flows, wireframing, hi-fi mocks, prototyping, usability testing, UX writing and content strategy, and collaboration with PM's and Devs

Tools

Figma, Sketch, UserResearch, Framer, InVision, SketchUp, Adobe Suite

AWARDS

Awarded two patents for accessible design work on maps:
- US29814556
- US29814558

2018 Bay Area Global Health Innovation Challenge Finalist

DESIGN EXPERIENCE

Salesforce
Senior Product Designer   Aug 2019 - Present

- Worked as key design partner on products across Sales Cloud portfolio, managing large end-to-end projects as well as fast-paced feature delivery.
- Founding member of cross-functional team that built the Sales Planning product from vision to launch, resulting in a 2.6% increase in revenue for Sales Cloud in 6 months and a projected revenue of 39 million.
- Championed accessible design, including a redesign of Salesforce Maps that led to two design patents and an overall 38.59% increase in daily users.
- Led initiative to deliver new Territory Planning features required to close key potential customers, resulting in 349% y/y growth in revenue.
- Spearheaded a pilot program for new usability research tools, and created training materials for the design org.
- Advocated for users throughout projects, including a redesign that improved user's ability to manage subscriptions and purchase new products.
- Led pilot program for company-wide UX Design office hours.

JP Morgan Chase
UX Designer & UX Writer   Oct 2018 - Aug 2019

- Product designer for commercial real estate digital banking.
- Lead content strategist, copy writer, and UX writer.
- Co-lead UX researcher - planned, coordinated, and conducted user discovery research. Analyzed and synthesized insights. Ran usability research sessions to improve designs for product launch.
- Launched and facilitated org-wide design thinking trainings - including workshops, seminars, and creating training materials.

CONTRACT DESIGN EXPERIENCE

VIA West - Onboarding system redesign for a non-profit	2018
Bridge - Conversational UI training program for seniors	2018
JP Morgan Chase - Redesign of the branch experience	2018
6th Street Photography - Full rebrand for a non-profit	2018

BUSINESS EXPERIENCE

Anyperk - Sales Development	Mar 2016 - Aug 2017
Wedding Spot - Sales Associate	Oct 2015 - Mar 2016
Auto-Cholr Systems - Outside Sales Executive	Oct 2014 - Nov 2015
VIA Services - Director of Program Operations	Oct 2013 - Oct 2014