

WES JONES©

Wes Jones

512-944-8513
wes@jonesco.com
Austin, TX

www.wesjones.info

I am a Lead Product Designer with more than 20 years of experience leading and mentoring digital product teams for a wide variety of industries. My job is to empathize with the user, understand the challenges, concept solutions, build prototypes, test, iterate and deliver. I do all of this in order to create the best customer experience that accomplishes the goals of the business.

My parents have no idea what I do.

Essential Skills

As a **Visionary**, I use my insatiable curiosity to learn all aspects of the problem, decide which issues need to be fixed (and in what order) and then create bulletproof solutions.

As a **Creative**, I am skilled at finding the balance between imagination and logic, developing designs that delight and perform.

As an **Organizer**, I define design patterns and document components for consistency in both how the product looks and functions.

As a **Builder**, I create pixel-perfect designs and prototypes that allow for quick answers that identify unknown problems.

As a **Mentor**, I guide my team to challenge assumptions and sharpen their skill set in order to get the job done.

Experience

APR 2022 – JAN 2024

Senior UX Designer
Expero

Collaborated with major financial service organizations and industry-leading companies, including Fidelity, S&P, and IHS Markit, to modernize and revamp complex internal applications. Engaged with business stakeholders to elicit requirements, develop conceptual solutions, streamline workflows, and produce interactive prototypes. Simplified intricate workflows and business processes through the application of UX best practices, innovative solutions, and a strong focus on visualization.

JUN 2016 – APR 2022

Lead Product Designer
Netspend

Investigated user needs and competitor products using structured quantitative and qualitative research. Concepted, prototyped and supported deployment within an agile development process. Worked with internal stakeholders, such as Customer Service and Legal, to identify and mitigate specific issues, saving the company time and money as well as significantly improving the user experience. Developed and maintained a robust pattern and component library for consumption of the entire design department. Collaborated with my team to completely revamp the structure and navigation of the company's primary app to dramatically increase feature engagement as well as creating opportunities for the user to self-serve, lowering customer service calls.

NOV 2014 – JUN 2016

UX Consultant
Design for Use

Tackled complex user interface problems for clients in a large spectrum of businesses, from telecommunications dashboards to e-commerce platforms to healthcare apps. Developed testing plans, created prototypes and assessed changes needed based on qualitative in-person research with actual users.

JUL 2013 – JUN 2014

Senior UX/UI Designer
BDX

Redesigned and iterated the company's flagship ad and listing-driven website. Developed simple system rules to meet user expectations within existing limitations of an established platform. Created the overall look and feel of the website, as well as the branding. Collaborated with stakeholders and listened to customer input to accomplish business goals while maintaining a useful and multi-faceted search tool for the consumer. Dramatically increased traffic to the site as well as increased advertising revenue.

SEP 2010 - JUN 2013

Interactive Art Director
Brokaw

Worked with vitaminwater, Samsung and Hotels.com as well as other brands to create interactive projects that supported the client goals and marketing campaigns. Concepted and developed advertising in all mediums, but specifically digital creative.

MAY 2007 - SEP 2010

Art Director
Liggett Stashower

Concepted and designed advertising for Glidden, ABB Robotics and Henkel among others. Projects included website design and interactive pieces like online games and product demos.

JUN 2001 - APR 2007

Associate Creative Director
Axiom Design Group

Collaborated with engineering and technology companies, mainly in the oil and gas industry, to create interactive and immersive experiences for trade shows as well as digital sales tools. Also designed logos, advertising and dimensional products to support B2B communications.

Education

BFA Communication Design from Texas State University, summa cum laude, 2000