

JONATHANPON

UX DESIGNER | LOS ANGELES

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About Me

I'm a **UX researcher & designer** who keeps design focused on user need while advancing business objectives. My natural curiosity helps me dig through layers of context to get to the user insights that drive great experience. I've worked with all levels of stakeholders and have actively managed client engagements from start to finish.

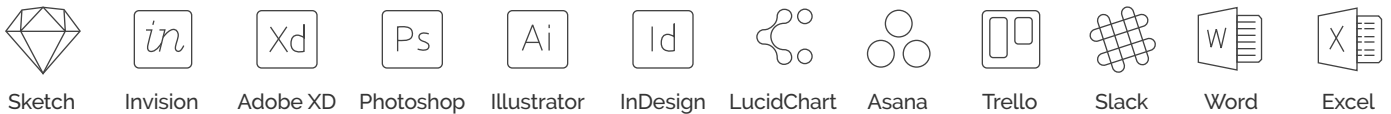
Skills

- ◆ User Research
- ◆ Info Architecture
- ◆ Concept Design
- ◆ Persona Creation
- ◆ Storyboarding
- ◆ User Flows
- ◆ Wireframing
- ◆ Prototyping
- ◆ Usability Testing
- ◆ Process Design
- ◆ Project Management
- ◆ Copywriting

Education

- General Assembly**
UX Design Immersive
2018 | 10-wk, full-time program
- ArtCenter College of Design**
Brand Experience Design
2017 | 12-wk, part-time program
- Thomas Edison State University**
BA History
Graduated 2006

Tools



Professional Experience

ARKO
May 2018

UX Designer

A community laboratory for creative play, driving self-discovery and personal growth

My role focused on designing a service blueprint, creating concept designs for a physical token, facilitating a design workshop with the client, and project management

- ◆ Facilitated a design workshop with client focused on identifying brand values, event distinctives and guiding principles, and framing out a basic user flow for the onboarding process
- ◆ Designed a service blueprint for ARKO's on-boarding experience, including both digital and physical touch points, backstage activities, and support activities
- ◆ Created token concept and designed it out from sketch to high-fidelity rendering

Professional Experience (continued)

Frontier Ventures

Jun. 2010 - Jan. 2018

Communications Director (and other positions)

Communications Director – Worked with the Executive Director to build organizational program incubation strategy (concepting, process mapping, org architecture)

Operations – Led the design of a program evaluation process for the organization's 13 independent programs / Co-led strategic planning process

Creative Director – Built an in-house creative team from ground up, developed management structure and processes, delivered branding and promotional campaigns for the organization and its programs / Executed an organizational rebrand / Facilitated two 6-week cross-functional workshops to identify internal organizational obstacles and develop solutions to address them

Communications Manager – Audited internal communications and rebuilt internal communications vehicles / Helped restructure subscriptions for the organization's magazine

Freelance

Aug. 2007 - May 2010

Graphic Designer

- ◆ Technical illustrations for several Hewlett Packard printer manuals
- ◆ Marketing imagery for Hewlett Packard printer packaging and digital promotions
- ◆ Book cover designs and interior layouts
- ◆ Promotional materials for independent clients

Projects

Boring Co.

April 2018

LOOP Transit App — Mobile App Concept Project

Designing an Effortless Rider Pick-up Experience

My Role: User Research | UX Design | Concept Design

- ◆ Simplified ride-plan schemes
- ◆ Concepted seamless ticketing / Automatic check-in utilizing geolocation tech
- ◆ Designed an easy sign-up process

MGBD Parts & Service

March 2018

MGBD Parts & Services — Website Redesign Concept Project

Helping Customers Find and Purchase the Auto Parts They Need

Key Activity: User Research | Information Architecture | Prototyping | UI Design

- ◆ Restructured the website
- ◆ Established clear information architecture & navigation
- ◆ Redesigned interactions to improve shopping comparison
- ◆ Streamlined the checkout process