



Hello! I'm a User Experience Designer and Strategist based in Portland, OR with over 8 years of experience. My passions include user-centered design and usability. I use design thinking, research, and communication to produce excellent human experiences with technology.

SKILLS

USER EXPERIENCE & DESIGN

UX / UI DESIGN	●●●●●
MOBILE DESIGN	●●●●●
WEB DESIGN	●●●●●
RESPONSIVE	●●●●●
WIREFRAMING	●●●●●
STRATEGY	●●●●●
ADOBE CC	●●●●●
SKETCH	●●●●●
PROTOTYPING	●●●●●
IA	●●●●●
USER RESEARCH	●●●●●

TECHNICAL

HTML	●●●●●
SASS (CSS3)	●●●●●
AGILE	●●●●●
GIT	●●●●●
JAVASCRIPT	●●●●●

EXPERIENCE

UX DESIGNER – Metal Toad

March 2016 - Present

- Define, document, and present to clients the user experience strategy for projects by researching industry competitors, performing user research, and leveraging analytics to define tactical plans that meet business objectives.
- Client-facing UX Lead on multiple projects participating in all phases of the project lifecycle from kickoff to completion. Client list includes: Sony, Sony Pictures, Daimler, Intel, Liverpool Football Club, Savers.
- Manage user testing initiatives by developing high-fidelity interactive prototypes based on research objectives and translating research findings into actionable business goals
- Supporting both project management and account teams in defining project plans, scope of work documentation, schedules, sprint planning, and resource allocation.
- Creating and finalizing all UX deliverables including technical requirements spreadsheets, user flows, wireframes, prototypes for multiple stakeholders such as clients, visual designers and developers
- Develop, write, and maintain design systems with well documented and reusable SCSS (CSS).
- Helping meet company's annual new client goals by developing user experience strategies for prospective clients.

UX DESIGNER – Househappy.org

November 2013 - October 2015

- Apply user-centered design practices to create cohesive experiences that delight and impress users on web and iOS
- Translate business requirements into storyboards, user journeys, task flows, sketches, wireframes, clickable prototypes, animations, specifications and design standards
- Collaborator on multiple teams including design, development, and product
- Present and iterate on wireframes and comps to stakeholders in a strategic and persuasive manner
- Develop designs that follow a clear and easy to comprehend information hierarchy
- Create multiple variations of designs that illustrate different balances between technical development time and visual fidelity
- Develop interfaces with HTML/CSS (SCSS) and maintain a DRY code base
- Write and maintain style-guide and components

♥ HOBBIES

IMPROV
ROCK CLIMBING
HIKING
CAMPING
SKIING

✍ FURTHER EDUCATION

HUMAN-CENTERED DESIGN: AN INTRODUCTION

Coursera Verified Certificates

INPUT AND INTERACTION

Coursera Verified Certificates

DESIGN PRINCIPLES: AN INTRODUCTION

Coursera Verified Certificates

UX RESEARCH & STRATEGY

Design Lab

CONTENT STRATEGY FOR PROFESSIONALS: ENGAGING AUDIENCES FOR YOUR ORGANIZATION

Coursera Verified Certificates

⦿ UX DESIGNER and WEB DEVELOPER – Freelance

June 2013 - November 2013

- Translate design ideas into workable, cross compatible layouts using HTML/SCSS
- Design and develop using responsive design best practices that allow for all end-user screen resolutions and device types

⦿ UX DESIGNER – Intstrux LLC

March 2009 - June 2013

- Solidify project objectives and client/user needs
- Create wireframes, prototypes, and other necessary UX documents
- Create effective interaction designs
- Provide detailed design specifications, sample layout templates, and clearly annotated reference designs when handing over work for implementation by the technology teams or for clients
- Organize and solve for layout designs that encompass a variety of content types including text, icons, buttons, images, videos and corporate data
- Experience in multi-platform design from digital interfaces, mobile apps, touch screen sales apps, large-format presentation and kiosks

🏛 EDUCATION

⦿ VIRGINIA COMMONWEALTH UNIVERSITY

Bachelors in Broadcast Journalism

Minor in Creative Writing

2002 - 2007



JasonSwetzoff

UX DESIGN & STRATEGY

804 267 9527
swetzoff@gmail.com
jaswetz.github.io