

# JASON GAGHAN

UX UI DESIGNER

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## SUMMARY

Research-experienced UX/UI designer looking for full-time opportunities with room for growth and development. Evokes a modern, contemporary approach to design through the balance of creativity and communication.

- Expertly experienced in IA / User Profiles / Journey Mapping / Wireframing / Prototyping
- Proficient in current UX research techniques
- Expertly proficient in all major wireframing/prototyping programs (Axure RP, XD, Sketch, Invision, Figma, Principle)
- Experienced with designing for and working within Adobe AEM
- Comfortable with User-Centered Design Methodology
- Appreciation for service design principles
- Working knowledge of HTML, CSS, JS

## EXPERIENCE

### **AstraZeneca (via Turnberry Solutions)**

UX/UI Designer: Contract (July 2020 - present)

- Works on an international team to help create a digital form that allows the reporting of Adverse Events, Medical Info Requests, and Product Quality Complaints.
- Axure RP / Figma were primary programs used
- Focused on usability within the international audience
- Evaluated Accessibility using WCAG 2.1 standards

### **Boco Digital, LLC**

UX/UI Designer: Contract (March 2020 - July 2020)

- Ultimately responsible for the complete redesign of the flagship LMS product that was used by their pharmaceutical clients, mainly Regeneron.
- Learning module was responsible for mentoring and communication between field reps and their directors
- Created a design library for future enhancements

### **Yprime, LLC**

UX/UI Designer: February 2019 - October 2019

Sole UX/UI expert on the product development team. Elements I provided for success were strong self-management, precise communication, and a strong effect on reducing user stress.

- User profile generation and journey mapping
- Conducting user interviews and observations
- Developing IA workflows
- Wireframing / Hi fi prototyping
- Created a design library for future enhancements

### **Thomas J. Paul Agency**

Art Director/UX UI designer: Contract (November 2018 - February 2019)

Responsible for the re-design of a product support website for Teva Pharmaceuticals involving the overall improvement of user experience and UI.

## Holt's Cigar Company

Digital Art Director/UX UI designer: October 2014 – August 2018

- Duties include maintaining and improving brands for all digital content.
- Responsible for the rebuild and rebrand of Holts.com and its mobile counterpart.
- Managed small team of designers.
- Ongoing duties included using Google Analytics to continually improve functional and visual consistency.

Developed Case Study concerning mobile checkout usability. Case study includes:

- User interviews and observing user behaviors
- Customer journeymaps
- Wireframing/Prototyping

## QVC, Inc.

Web Designer: February 2013 – October 2014

Responsible for the creation of web graphics for the internal team that handled all non-product categories. Executed all designs through creative use of pre-approved decks. Work ranged from simple buttons to full landing pages and mini-sites within QVC.com.

## Toll Brothers, Inc.

Senior Graphic Designer: January 2005 – February 2013

- Responsible for design and art direction for marketing of Toll Brothers' communities.
- Lead designer for the urban market of NYC and surrounding boroughs.

Experience ranged from websites, emails, postcards, newspaper/magazine ads, full-color custom brochures, outdoor signage (billboards, subway signage, building banners, vehicle wraps, way-finding signage), community logos, mini-brochures, etc.

## EDUCATION

### Edinboro University of Pennsylvania: Edinboro, PA

BFA in Applied Media Arts - Animation: December 2000

### Bucks County Community College: Newtown, PA

HTML, XHTML & CSS courses - Summer 2010

## SKILLS

### Program Experience

Axure RP, InVision, Figma, Sketch, Principle, Adobe XD, Photoshop, Illustrator, InDesign, Acrobat

### Other

Google Analytics, SEO knowledge, E-Commerce best practices, E-clinical App/Mobile Design, Team management, JIRA, Lean agile workflow experience