

JASON GAGHAN

UX UI LEAD

jason.gaghan@gmail.com \ www.jasongaghan.net \ 267-738-6515

SUMMARY

UX/UI lead looking for full-time opportunities with a need for problem-solving and user adoption. Evokes a modern, contemporary approach to design through the balance of deep creativity and healthy communication.

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

EXPERIENCE

Lucet

UX/UI Lead: (July 2021 – present)

- Lead UX/UI Designer on the product team responsible for improving the usability, accessibility and UI for our software platform TridiumONE
- Currently focused on individual improvement projects with future overhaul in mind
- Heavily involved in overall strategy with focus on 2.0 platform launch
- Works in tandem with multiple product owners, copywriter, researchers and developers
- Leads efforts to analyze user feedback to increase adoption and bolster product roadmap
- Creates user tests and surveys to acquire data for continuous improvements
- Wireframing / Hi fi prototyping using Figma

Nutrisystem

Product Designer: Contract (January 2021 – July 2021)

- Senior UX/UI Designer on the app team responsible for driving the user experience and interaction within the SDLC for their flagship app called NuMi
- Works in tandem with the product owner and project manager on daily basis
- Makes sure QA is on task during development
- Creates user tests to acquire data for continuous improvements

AstraZeneca

UX/UI Designer: Contract (July 2020 – December 2020)

- Worked on an international team to help enhance a digital reporting tool that allows the data collection 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 responsible for mentoring and communication between pharmaceutical field reps and their directors
- Created a design system for future enhancements

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Yprime, LLC

UX/UI Designer: Contract (February 2019 – October 2019)

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

- User profile generation and journeymapping
- 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
- Handled user interviews and observing user behaviors to uncover painpoints
- Developed customer journeymaps as well as the wireframes and prototypes for leadership

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.

EDUCATION

Edinboro University of Pennsylvania: Edinboro, PA

BFA in Applied Media Arts - Animation: December 2000

SKILLS

Software

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

Other

- Pendo
- Looker
- User Testing
- Google Analytics
- SEO knowledge
- Healthcare space
- E-Commerce best practices
- E-clinical App/Mobile Design
- Team management
- JIRA
- Aha!
- Lean agile workflow