

JASON GAGHAN

UX DESIGNER

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SUMMARY

In my 7 years of experience, I have led designers on journeys to become wholistic teams of excellence. I have led user research efforts and evaluated user feedback that have birthed original ideas which brought simplicity and user-friendliness to users around the globe. I have made sure accessibility is top-notch through following WCAG standards. I have married user objectives with business objectives to create value and impact. I have ran design workshops that brought effective collaboration to teams. I have held professional conversations with software engineers to make sure my ideas are sound and implemented quickly with least resistance.

I have done all of this through a current design tool repertoire that shows the likes of Figma, Sketch, Invision, Axure, Principle, Rive, and XD, as well as the Adobe Creative Suite.

EXPERIENCE

Lucret (Formerly New Directions Behavioral Health + Tridium)

UX/UI Lead: (July 2021 – September 2023)

- Lead UX/UI Designer on the product team responsible for improving the usability and accessibility for the software platform TridiumONE
- Focused on individual improvement initiatives which led to better performance
- Heavily involved in overall redesign strategy with focus on 2.0 platform launch
- Worked in tandem with multiple product owners, copywriter, researchers and developers and made sure tasks were completed on time and exceeded expectations
- Led efforts to analyze user feedback to increase adoption and bolster product roadmap
- Created user tests and surveys to acquire data for continuous improvements
- Built a design system for better communication and crisp execution from design team to engineering

Nutrisystem

Product Designer: Contract (January 2021 – July 2021)

- Product designer on the app team responsible for driving the user experience and interaction within the SDLC for their flagship app called NuMi
- Worked with the product owner, QA, engineering and project manager on daily basis to ensure clear communication between teams
- Created 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.
- Focused on usability of multiple languages within the international audience
- Implemented accessibility standards through WCAG 2.1

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)

Sole UX/UI designer on the product development team. Acted as the hub to internal engineering teams. Some of my responsibilities are listed but not limited to:

- Conducted user interviews and observations
- User profile generation and journeymapping
- Developed 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 included 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
- 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