

JAE YOON

USER EXPERIENCE LEAD

CONTACT

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4954 35th Street
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SKILLS

- Information Design
- Information Architecture
- User Centered Design
- Wireframing
- Flow Maps
- Product Strategy
- Usability Testing
- User Research
- Rapid Prototyping
- Team Management
- Agile Methodology
- Persona Creation
- Adobe Suite
- Sketch
- Product Design

EDU

University of Rochester
2000-2004

Bachelor of Arts in
Digital Art, minor in
Electrical and Computer
Engineering.

PROFILE

User Experience Leader with over **12 years** in crafting enterprise b2b and consumer mobile/web experiences. Skilled in information architecture, product strategy, user workflows, user research, usability testing, and information design. Experienced in rapid iteration cycles - executing stakeholder vision into a fully realized product created through user research and usability testing.

EXPERIENCE

Renovate America - San Diego, CA

8/2014 - Present

User Experience Lead

- Established a standard of practice for User Centered Design in Product Development. Started a user validation and research methodology to a rapidly growing Clean Energy FinTech startup to be used as model for other teams.
- One of the primary leaders in creating a UX team from the ground up. Created a standardized interviewing and hiring procedure to vet and level candidates.
- Responsible for shepherding several new product initiatives from ideation to design to launch and follow up testing. Tightly integrated a UX process into every agile development effort.

Pearson Education - New York, NY

1/2012 - 8/2014

Senior User Experience Designer

- Headed a hand picked nine person cross-functional team to refactor all primary products into a new unified Bootstrap platform. Coordinated UX design on division initiatives across teams in Canada and India.
- Utilized product advisory councils and user research to guide internal senior management on product direction. Conducted offsite video research in both focus group style round table discussions and in-depth individual interviews. Responsible for early stage product initiatives into usability tested prototypes ready for development.

TD Ameritrade - New York, NY

5/2011 - 12/2011

User Experience Lead

- Led development of VEO Mobile product, an iPad trading application. Negotiated deliverables and managed stakeholder reviews while directing UX contractors and creative visual personnel.

JP Morgan Chase - New York, NY

7/2010 - 5/2011

User Experience Designer

- As part of the Common Services team, responsible for designing and wire-framing core components of the main JPM Chase Treasury Services web application.
- Designed and conducted usability studies in both remote testing environments and site visits with clients in industries ranging from energy, oil, non-profit, financial, and NGO.

Medidata - New York, NY

1/2009 - 7/2010

User Experience Designer

- Designed a new generation of pharmaceutical support products with bare requirements in a heavily Agile environment. Coordinated extensively with product managers and lead developers to push out products in record time to market.
- Ran extensive user testing with major pharmaceutical companies and interviewing live users as well as client support teams to address application pain points.

Intel - McAfee - Irvine, CA

9/2005 - 12/2008

User Interface Designer

- Designed dashboard interfaces for network security administrators and CTOs.