

Jed McClure

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Portfolio is available at: www.jedmc.com

SUMMARY

- » Over ten years experience in NYC in the UX field, both hands-on and leading teams.
- » Enjoys tackling large, complex problems, and finding solutions that extend beyond the technology.
- » Adept at collaborating with creatives and technologists on integrated teams.
- » At home in fast-paced environments requiring innovative thinking and utilizing the latest research methods.
- » Experienced with presenting to clients, as well as running stakeholder workshops to identify crucial insights.

EXPERIENCE

Freelance UX Lead

October 2015 — Present

Projects have included branded child learning experience, a publisher's branded web experience, a virtual reality public service experience and an experience research study for Stanley Black & Decker.

Adoptive, NYC

Associate Director of UX

March 2016 — August 2016

Developed a new UX discipline for the agency, and developed several web-based projects in the medical technology space, including a patient focused portal for a large health care provider.

KBS, NYC

Director of User Experience – Spies & Assassins

January 2011 — September 2015

Senior Interaction Designer – Dotglu

April 2007 — December 2010

Was the lead UX designer for BMW USA's digital marketing ecosystem for 8 years, including two complete redesigns of BMWUSA.com. As Director of UX, I oversaw a team of 4 to 6 UX designers, and helped evolve agency's experience design process through adding new tools and redefining how UX engaged with the other disciplines at the agency.

R/GA, NYC

Interaction Designer

September 2003 — April 2007

Designed digital experiences for clients such as Johnson & Johnson, Bank of America, Sharp, Verizon, and IBM.

SKILLS

- » UX Research and discovery analysis.
- » UX Strategy to synthesize insights and opportunities for clients.
- » UI Design and Documentation tools like Adobe CC and Sketch.
- » UX Documentation and the creation of prototypes via a variety of tool.
- » Team management, mentoring, and design oversight.
- » Comfortable working in both waterfall and Agile Scrum/Kanban processes

EDUCATION

- » MFA in Design and Technology at Parsons School of Design, New York. June 2003
- » BFA in Visual Design at the University of Oregon, Eugene. June 2000

REFERENCES

Available upon request.

