

JASON SCHOCH

USER EXPERIENCE DESIGNER

CONTACT EXPERIENCE

jason.p.schoch@gmail.com

CABLECLIX (Los Angeles), Feb. 2017 - Present

UX Designer

CableClix is reinventing the television experience by empowering the viewer to create their own custom entertainment journey. As the UX designer my role is to create a platform that answers the specific pain points of the cable cord-cutter community.

- Extensive competitive research into the streaming cable and smart television market
- User surveys and interviews to discover exact pain points in the current environment
- Sketching, wireframing & prototyping low and mid fidelity Apple TV experiences

PORTFOLIO

www.jasonschoch.com

LINKEDIN

linkedin.com/in/jasonpschoch

EDUCATION

GENERAL ASSEMBLY

UX Design

Web Development Immersive

ELEMENTAL (Los Angeles), Nov. 2015 - Jan. 2017

UX Designer | Partner

Elemental works alongside client teams to co-design web and mobile applications by utilizing the Design Sprint technique codified by GV.

- Conduct discovery sessions with the client team to learn about their business challenges and objectives
- Guide teams through progressive ideation exercises
- Storyboard user journeys for proposed solutions
- Prototype experiences in order to test sprint assumptions
- Conduct user interviews and usability tests of the prototypes

UNIVERSITY OF CENTRAL FLORIDA

BA - Political Science

BA - Philosophy

TECHNIQUES

User Centered Design

Design Sprints

Lean UX

CLEU (Los Angeles), Mar. 2015 - Dec. 2016

UX Designer | Advisor

Cleu is a mobile application revolutionizing the way we sleep, plan our time, and interact with the connected world around us. I undertook the UX redesign of Cleu for version 3.0.

- Customer and market research
- Persona creation based on user interviews
- Heuristic analysis of current product and competitive applications
- Mixed fidelity prototyping with rapid iterations and usability testing

SKILLS

Competitive Analysis

Interviewing

Persona Creation

User Flows

Information Architecture

Site Mapping

Wireframing

UI Design

Prototyping

Usability Testing

GENERAL ASSEMBLY (Los Angeles), June 2015 - Dec. 2016

UX Design Expert-in-Residence | Instructor

Assistant instructor teaching the foundation of user-centered design to part-time UX Design students.

- Graded lessons and gave feedback on student project progress
- Held make-up lessons before and after class to help students
- Instructor: How to Run a Design Sprint

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CONTACT EXPERIENCE (continued)

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RHUBARB STUDIOS (Los Angeles), May 2015 - Mar. 2016

UX Designer | Mentor

UX design for mobile applications Kraver and SHFT. Also assisting UX Designers participating in the Build program to make the transition to a lean methodology studio.

TOOLS

Sketch
OmniGraffle
InVision
Axure
Keynote

- Taking a Lean UX approach to helping build two products in the Rhubarb Build program
- Acting as a mentor to UX designers and helping them make the transition to a lean methodology and working in a highly collaborative setting
- Facilitated workshops for the studio on topics such as sketching, information architecture & navigation, and iterative wireframing

LANGUAGES

HTML
CSS

SAPIENTNITRO (NYC & Los Angeles), Feb. 2012 - June 2014

Manager, Hiring

Full lifecycle recruiting of e-commerce & CMS architects, project managers, business analysts, UX designers, account managers and strategists of all levels

RECOGNITION

FWA - Mobile of the Day (Cleu)

- Searching for and interviewing qualified candidates
- Consulting with teams to learn about the nuances of their needs
- Partnered with the global sourcing team to achieve hiring goals throughout North America
- Pioneered an ongoing blog interview series telling the SapientNitro story through the unique stories of the employees

REFERENCES

Upon Request

CGR/SEVEN (NYC), Jan. 1999 - Feb. 2012

Director

CGR/seven is a boutique staffing agency specializing in the placement of creative professionals, primarily within the advertising industry. The Director is accountable for the overall operational and financial success of the company.

- Started as Administrative Assistant and promoted through to Director over 13 years
- Develop and implement strategic recruitment plans
- Grow business through close customer management and new business pitches
- Achieve operational and financial efficiency through active P&L management