

# 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