

JORDAN OTTESEN

USER EXPERIENCE (UX) RESEARCHER, ANALYST, AND DESIGNER

CONTACT



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jordanottesen.com

EXPERTISE

User Research (Behavior, Attitude, Cognition, Needs, Expectations)

Research Question Identification

Data Management & Analysis

Information Design

Design Thinking

Technical Writing & Documentation

User Flows & Wireframes

Prototyping & Usability Testing

Product Design Evaluation

Team Management

Process Improvement

Public Speaking & Communication

TECH SKILLS

Data: Google Analytics, Google Data Studio, Domo, Power BI, Excel (Advanced), MTurk

Graphic Design / Creative Tools:

Adobe XD, Illustrator, Photoshop, InDesign, Premiere, Invision, Reaper, LucidChart, Miro

Code: HTML, CSS, SQL, VBA, Regex, GML

Admin: MS Office Suite, Canvas, Azure DevOps, Jira, Trello

PROFESSIONAL PROFILE

UX leader with over 8 years of experience in data analysis, user research, and UX design. Expert in conducting, analyzing, and leveraging user research to develop impactful experiences. Proficient in team management, training, and professional development.

WORK EXPERIENCE

DIGITAL UX MANAGER

Cable One Inc. (Sparklight) / Phoenix, AZ / June 2021 - Present

- Manage and mentor internal and external teams of user experience designers, editors, researchers, interaction designers, graphic designers, and analysts.
- Evaluate project success and refine strategies through data-driven analysis.
- Conduct various forms of user research such as usability testing, competitive analysis, heuristic evaluation, task analysis, A/B testing, contextual inquiry, etc.
- Develop user experience roadmaps/flows for customer-facing self-service solutions.
- Develop low to high fidelity prototypes for iterative user-centric designs.
- Lead collaboration with various cross-functional teams to design end-to-end chains of services, systems, and human interactions.
- Identify improvement areas and prospective competitive advantages for advanced research and exploration.

FACULTY ASSOCIATE

Arizona State University - Polytechnic Campus / Mesa, AZ / January 2022 - Present

- Online instructor of GIT 450/550: Digital Workflow in Graphic Industries.
- Teach digital production systems, goal setting, processes, technologies, and project management at a senior/graduate level.

UX RESEARCHER | CX ANALYST

Isagenix International / Gilbert, AZ / June 2018 - June 2021

- Conduct user research through various methods to gain actionable user insights.
- Collect, track, review, and analyze user data through various analytics techniques.
- Recommend strategic business and design decisions to optimize the customer experience, accommodating both user needs and business objectives.
- Design and develop actionable and intuitive data reports and dashboards.
- Facilitate communication between business stakeholders and various cross functional groups to streamline data-driven decision making and customer experience strategy.

JORDAN OTTESEN

LANGUAGES

English
Native

Portuguese
Fluent

Spanish
Limited Working Proficiency

ACHIEVEMENTS

Agile Leader Certification
Six Sigma Global Institute,
2021

Eagle Scout Award
Boy Scouts of America
2008

Full Time Mission (Brazil)
The Church of Jesus Christ
of Latter-day Saints
2009-2021

WORK EXPERIENCE *(CONTINUED)*

UX DESIGNER | APP SOLUTIONS STRATEGIST

Domo, Inc. / American Fork, UT / May 2014 - June 2018

- Conduct needs analysis and business case development to create best practice one-click dashboards for the Domo Appstore (a \$2M+ ecosystem).
- Design UI for “Domographics” – proprietary apps and data visualizations.
- Collect, review, and analyze big data and information from various systems.
- Leverage complex SQL transforms for advanced data analysis.
- Facilitate communication between business stakeholders and various cross functional groups to streamline dashboard and app development.

CO-OWNER | CX DESIGNER & STRATEGIST

Cold House Recording Studio LLC / Provo, UT / September 2016 - September 2019

- Manage strategy, customer experience, finances, and overall business operations.
- Design all digital content relating to user experience.
- Develop creative marketing content such as promotional videos, live recordings, digital ads, print flyers, etc.
- Lead team of 6 interns to optimize web content for SEO and sales conversion funnels.

DATA ANALYST | WEB DESIGNER

Alta Cascade Inc. / Puyallup, WA / Summers 2006 – 2009, 2011 – 2013

EDUCATION

MASTER OF SCIENCE – USER EXPERIENCE

Arizona State University, AZ / August 2019 - April 2021

BACHELOR OF SCIENCE – INFORMATION SYSTEMS

Brigham Young University, UT / September 2008 - April 2014

AVOCATIONS

VIDEO GAME DEVELOPER

O. & Co. Games / 2019 – Present

- Full development of code, artwork, music, and level/player design of several award-winning indie video games. See more information at jottesen.itch.io.