

ERIN JONES

SENIOR UX RESEARCHER

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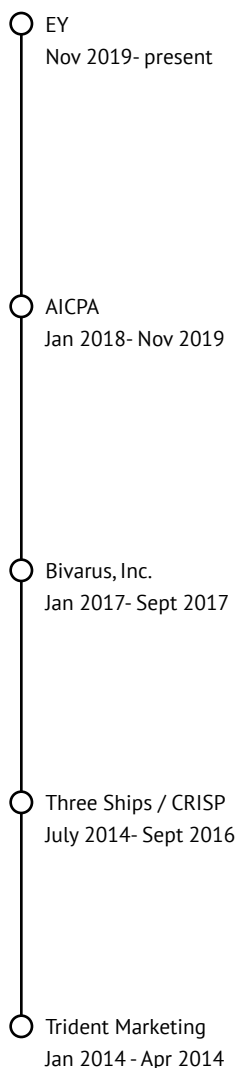
WEBSITE
erinjones.com

A passion for simplicity and usability

“The designer shouldn’t think of a simple dichotomy between errors and correct behavior; rather, the entire interaction should be treated as a cooperative endeavor between person and machine, one in which misconceptions can arise on either side.”

- Donald A. Norman, The Design of Everyday Things

> WORK EXPERIENCE



SENIOR UX RESEARCHER

- Provide user-centric insight via a variety of quantitative and qualitative methods
- Manage UXR team processes from recruitment to analysis and exec. summary
- Work with stakeholders to address business questions and present findings
- Perform heuristic evaluations / data analysis on existing UX
- Develop phased improvement plans, including plans for further testing
- Create high-level prototypes and wireframes for testing and team discussion

UX DESIGNER / RESEARCHER

- Consulted on UX best practices on everything from site navigation to chat bot AI
- Conducted a monthly UX analysis of quantitative and qualitative user feedback
- Provided user-centric insight on a audit of 80+ international online properties
- Designed interactive prototypes for client presentation and user testing
- Managed contractors to assist in user research and iterate on product designs

UX UNICORN

- Led UX vision for a 2.0 patient survey dashboard product (sold for 10x valuation)
- Created user personas from surveys and interviews that defined product roadmap
- Created information architecture / prototypes for agile engineering team
- Built dashboards in Sisense BI tool for integration into product

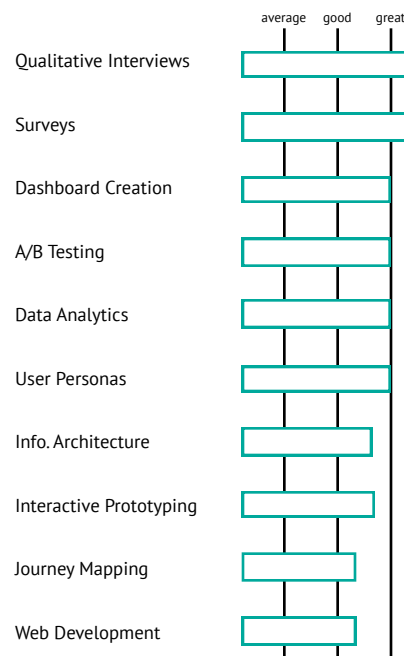
UX DESIGNER / DEVELOPER

- Deployed A/B testing and heatmap analysis for insights and improvements
- Introduced wire framing, information architecture, user personas into the process
- Presented wire frames, content strategy and information architecture to clients
- Delivered responsive web designs, infographics, logos, email campaigns, etc.

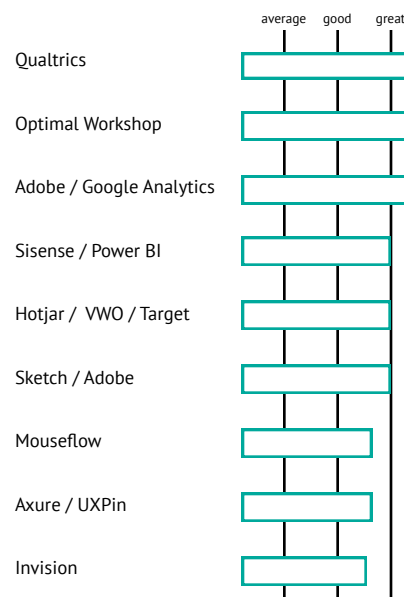
GRAPHIC WEB DESIGNER / UX

- Developed a new logo, rating system UI for a nationwide RV campsite directory
- Conducted surveys and user interviews for new website taxonomy, navigation
- Built email templates for an \$80,000 lead-generation campaign

> PROFESSIONAL SKILLS



> PROFESSIONAL TOOLS



> EDUCATION

○ Bachelor of Journalism
2000-2004

COLLEGE OF COMMUNICATIONS

University of Texas at Austin