

Justin Jolley

UX Design Leader

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Work Experience

Nu Skin | Global UX Design Senior Manager

FEBRUARY 2017 - PRESENT PROVO, UT

- Grew UX Design Team from **nothing to 8 designers and 8 UX Engineers** to support **15 teams in five global regions** while improving user experience and providing customers value and delight.
- Defined and implemented **design sprints** that more tightly integrated all departments in the company into a cohesive design process, **increasing communication and collaboration**. Integrated process into agile design sprints.
- **Reduced design time by over 40%** through building design system
- Collaborated with UX Research team to **develop ROI of UX efforts** within the company from research through design and development to improve KPI's including;
 - Improving conversion 26%
 - Reducing bounce rate 85%
 - Reducing time on page 30%

Solera | Senior Manager UI/UX/Front-End

JUNE 2015 - JANUARY 2017 OREM, UT

- Built UX and Front-End Team from ground up with **3 local and 15 off-shore team members**
- Chose technology stack and developed new automotive SASS application from the ground up, **releasing in under a year and selling over seven figures in the first year**
- Applications used by **Toyota, Honda, Mazda, Ford, Chevy** and almost every automotive company in the world.
- Established UX methodologies, front-end standards developed on MEAN stack, including HTML5, CSS3, jQuery, Angular, Bootstrap, LESS, Gulp, Node, Karma, Mocha, Chai using GIT and Bitbucket

Education

MIT Sloan School of Management | Strategy & Innovation Track

MAY 2019

Chosen top three in final Design Thinking project out of 116 teams, presented to professor and cohort

UX Certification | NNg 2017

ISU | BBA - CIS

1994-1998

Skills

Management -Team management, development, training and strategy

Design -Design Sprints, UCD, Design Systems, Pattern Libraries, Personas, User Journeys, Sketch, Invision, Abstract, Adobe CS, Balsamiq, Wireframes, Prototypes, Sketches, Design Thinking

Research -Qualitative, Quantitative, Behavioral analytics, Heuristic Analysis, A/B Testing, Accessibility, Usability, Performance Analysis, User Validation, Feng-GUI, Loop11, Google Optimize, KPI's

Development -HTML5, CSS3, UI JS, Bootstrap, JQuery, Responsive Web, UI dev in C# .Net, JAVA, PHP, Perl, Relational DB, UNIX, Mac, Apache & IIS

Work Experience Cont.

Truenorth Logic | Senior UI/UX Designer/Developer

APRIL 2014 - JUNE 2015 SANDY, UT

- Senior UI/UX Designer/Developer working on legacy Java product and newer .Net education and learning management systems
- **Work with marketing and product department to gather requirements on user-centered designs, iterate on mockups and implement high-fidelity prototypes.**
- Directed web framework implementation using Bootstrap and other libraries into all products and trained staff on use. Designed and converted current UI's into responsive environment for mobile, tablet, laptop and desktop
- Developed in both Java Spring Tool and Visual Studio .net Razor templates both using MVC development patterns. Participated in agile process using VersionOne. Designed for native mobile PLMS using Xamarin Forms for iOS and Android.

Navitaire/Accenture | UX Team Lead

JANUARY 2010 - APRIL 2014 SALT LAKE CITY, UT

- Lead Professional Services Experience and Performance Group that brought in **over 1 million dollars in revenue**. Managing team members in Salt Lake and Manila. Managed engagements, contracts, schedules, travel arrangements, team trainings and implementations. Broke world record in reservations in a 24 hr period, record breaking Olympic fare sell-out.
- Technical lead creating design documents, user experience workflows, wireframes and high-fidelity prototypes. Conducted usability and performance testing that **reduced load times by an average of 42%**.
- Created front-end design patterns guidelines to **create consistent controls across UI's for best practices** and user interface guidelines
- Created templates and front-end skins for adaptive/responsive application designs with HTML5, CSS3 and media queries. Created designs and flows for iOS native booking app. **Handled multiple projects with more than 45 airlines around the world.**

Navitaire/Accenture | Senior UI/UX Designer/Developer

DECEMBER 2001 - JANUARY 2010 SALT LAKE CITY, UT

- Worked with development staff to design and develop front-end skins for our award-winning airline web reservation system used by over 45 airlines around the world. Lead 3 designers and 6 developers.
- I helped define, test, design, document and develop the user interfaces for our web and Windows based software.
- Conducted user interviews and usability tests, gathered feedback to help management and product teams prioritize and schedule improvements and enhancements.