

JAYSON ELLIOT

1510 Lincoln St. Berkeley, CA 94703 | 917.208.1996 | jayson.elliott@gmail.com

---

## USER EXPERIENCE DIRECTOR

**A proven director of strategic and tactical user experience design, creating measurable client value through the right combination of best practices and innovation.**

Entrepreneurial UX Director who can deliver fully convergent experiences spanning multiple media, platforms and technologies. Has developed creative concepts and approaches that address client needs with the world's leading companies in the fields of pharmaceuticals, health & wellness, finance, insurance, consumer goods, automotive, gaming, and others. Able to engage clients from early goal setting and requirements gathering through user research, ideation, design, testing and delivery.

Core strengths include:

- Lean UX methods to get to market quickly and adapt efficiently
- Client presentation, communication, and relationships
- Deep and sincere passion for user-centered experience design
- Thought leadership, both practical and innovative
- Cross-disciplinary ideation and integration
- Translation of business strategy and brand into meaningful and memorable experiences
- Coordination of overall UX processes
- Development and leadership of high-performing user experience teams

## WORK EXPERIENCE

**MOOV | 2014 | Producer, UX**

UX lead and producer for Moov, a hardware startup building a wearable fitness coach. Launched in August 2014, following a multimillion dollar crowdfunding campaign, with apps for running, boxing, and swimming.

**MONDAY ENVELOPE | 2013 - | Partner, UX Director**

UX designer & strategist for Monday Envelope, a San Francisco-based startup facilitating parental involvement in school activities.

**PREFERIO | 2012 - 2013 | Co-founder, UX / Product Director**

Co-founder of Preferio, a NYC-based startup. Responsible for design and implementation of our core product, a shopping app for iPad, launching in December 2012. Roles include user research, concepting, user experience, UI design, and a myriad of other hats, as a startup requires.

**G2 USA | 2011 - 2012 | Executive Director of UX for North America**

Joined G2 USA as their first Executive Director for UX, a position which reports to the CEO and is responsible for building the UX practice nationally as a center of excellence for G2. My direct reports included Group Directors in New York, Philadelphia, Chicago, and San Francisco; the User Experience team includes information architects, interaction designers, front-end and back-end developers. UX collaborates closely with Strategy and Creative in all projects. Solutions created include mobile and

tablet interfaces, CMS-driven web sites, e-commerce platforms, social campaigns, microsites, and casual gaming experiences.

**Greater Than One | 2009 – 2011 | Director of User Experience**

Returned to Greater Than One (GTO) to transform the User Experience department from a group of IAs documenting tech decisions into a strategic group leading creative solutions. Because GTO is a boutique agency, responsibilities are fluid and self-directed. My brief is to implement usability practices as part of an iterative design process; to bring user-centered design principles into the higher-level strategic phase of projects, and to develop GTO's positioning as a UX-centered agency.

**Wunderman | 2007 – 2009 | Director of User Experience**

Director of the User Experience department, consisting of five UX Architects, two Content Strategists, and one Associate UX Specialist. As director, I was responsible for the user experience across all interactive clients. The average client roster consists of 8–12 projects, in industries as diverse as insurance, financial, pharmaceutical, consumer electronics, energy, food & beverage, and entertainment.

Responsibilities were both client facing and departmental, including managing resources and budgets, representing Wunderman in new business pitches and client presentations, and leading Wunderman as an agency towards best practices in user-centered design

**Greater Than One | 2006–2007 | User Experience Consultant**

As a consultant, worked with two Creative Directors within the user experience (UX) group, and typically led a team of three to five UX members, including IAs, copywriters, and visual designers, in tandem with one Art Director.

Responsibilities were heavily client-facing, both in day-to-day collaboration and presentation of deliverables. Projects include pharmaceutical, hospitality, and entertainment industry clients.

**Lifecare | 2003 – 2006 | Manager, Information Architecture and Web Design**

Directed redesign of all online products for LifeCare.com, a B2B services company in corporate Human Resources. Conducted usability testing, competitive analysis and requirements gathering during planning phase. Created the following work products during design phase: user scenarios, functional specs, business rules, use cases, page-level templates and navigational flows. Managed creative team, designing visual style guide and page comps. Acted as key contact point between business, creative and technical development teams.

**Walt Disney World | 2002 | User Experience Design Consultant**

Led the creative team for online ticketing project, responsible for creating all navigational flows and page-level templates as well as overall art direction within the guidelines created for WaltDisneyWorld.com. Acted as intermediary contact between Walt Disney World Parks & Resorts Online (WDPRO) and third-party ticket processing vendor. Enabled transition to bring several new ticket types online and increase ticket sales efficiency and online conversion rate. Upon completion, project resulted in a 400% increase in sales from the previous year; over \$20 million during the first two months.

JAYSON ELLIOT

1510 Lincoln St. Berkeley, CA 94703 | 917.208.1996 | jayson.elliott@gmail.com

---

**IBM Centers for E-Business | 2000 – 2002 | Senior Information Architect**

Responsible in Lead IA role for all phases of information design from initial client consultation through navigational flow and page-level template creation. Clients included Fireman's Fund Insurance, Hawaiian Medical Services Association (HMSA) and Freightliner, Inc.

**Synthetic | 1999 – 2000 | Creative Director**

Served as Creative Director for Synthetic (formerly HypnoVista Software). Led small (3 person) design team on various projects, including Virage, TestU, Medtronic and Pets.com.

**Razorfish / Plastic | 1995 – 1999 | Information Architect / Graphic Designer**

As a designer with Razorfish (previously Plastic), created some of the earliest major e-commerce sites, the first Flash music video (Madonna's Ray of Light), early use of 3D and vector audio, first drag & drop custom home page, first online gaming console UI (Sega Dreamcast), among many breakthroughs within the agency. Served as the first information architect in Razorfish San Francisco.

**Pacific Gas & Electric | 1994 – 1995 | Web Production Leader**

Led initiative for PG&E's first web site, notable for being the first dedicated web presence by a major public utility in the United States. I was profiled by the New York Times in 1995 as representing a new trend in American young professionals in the digital age.

**Peachpit Press | 1993 – 1994 | Production Coordinator**

Managed book publishing schedules, including gathering of assets, routing of jobs to appropriate individuals, and layout of pre-press impositions. Acted as interface between designers and printers. Also created custom FileMaker Pro database for tracking of jobs, and led production of Peachpit's first web site in summer of '94.

SELECTED CLIENT LIST

Accenture	Fireman's Fund Insurance	Nationwide
Activision	Genentech	Novartis
Charles Schwab	HMSA (Hawaiian Medical Services Association)	Petopia
Citigroup	Freightliner, Inc.	Pacific Gas & Electric
ComputerCity	Joe Boxer	Sanofi Aventis
Continuum Health Partners	Johnny Walker / Diageo	Sega
Dannon	Land Rover	Sony Pictures
eBay	Mastercard Advisors	Texas Children's Hospital
EMD Serono	Medtronic	Trane
EMI / Blue Note Records	Microsoft	Walt Disney
Excite		Wells Fargo

JAYSON ELLIOT

1510 Lincoln St. Berkeley, CA 94703 | 917.208.1996 | jayson.elliott@gmail.com

---

## EDUCATION

**University of Iowa (Iowa City, IA) | 1988 - 1991**

Majored in Communication Arts & Design.

## EXTRACURRICULAR

Publisher of Gygax Magazine, a quarterly print journal about tabletop gaming.

Co-host of Roll for Initiative, a weekly tabletop gaming podcast dedicated to early role playing games.  
[www.rfipodcast.com](http://www.rfipodcast.com)

Host of Permission Radio, the first podcast to showcase licensed major label and indie music, featured top of "Essential Mix" in Spin Magazine, February 2006. [www.permissionradio.com](http://www.permissionradio.com)

Occasional speaker in many forums, including the BIL Conference and The 140 Characters Conference, organizer of Lightful.org, an open project to envision the future of computer interfaces, and the UXDE (User Experience Directors & Executives) group.

Publisher of Permission Magazine, a quarterly music journal, from 1992-2002.

Vespa enthusiast, published author, First Edition AD&D curmudgeon, and youth ambassador to the Soviet Union in 1988.

REFERENCES AVAILABLE UPON REQUEST