

Jayson Elliot

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A proven director of strategic and tactical UX design, from startups to Fortune 500 companies. Creating measurable results for clients with the right mix of best practices and innovation.

USER EXPERIENCE DIRECTOR

SALESFORCE, SAN FRANCISCO ▪ 2015 TO PRESENT

Leader of UX for online Salesforce learning platforms. Brought a flagship product from ideation to launch, starting with core business needs, research & design workshops, through to hands-on UI design with an Agile dev team.

PRODUCER, USER EXPERIENCE

MOOV, MOUNTAIN VIEW CA ▪ 2014

UX director and producer for a hardware startup where we built a wearable that provides real-time sports coaching. Launched to media acclaim, followed by a Series A in 2014.

DIRECTOR OF USER EXPERIENCE

MONDAY ENVELOPE, SAN FRANCISCO ▪ 2013

Led UX and product strategy for Monday Envelope, a startup making life easier for busy parents of schoolchildren. Took ME from ideation to market, and a successful seed round.

UX CONSULTANT

SAN FRANCISCO ▪ 2013 TO PRESENT

Launched successful products for several companies, including WingzOn and Wizards of the Coast.

EXECUTIVE DIRECTOR OF UX, NORTH AMERICA

G2 USA, NEW YORK ▪ 2011 - 2012

Led UX teams in New York, Philadelphia, Chicago, and San Francisco as the executive director. Established UX as a Strategy role, moving beyond traditional Creative. Connected Group Directors in disparate offices towards a single UX vision, bringing new wins for G2's existing and new clients.

DIRECTOR OF USER EXPERIENCE

GREATER THAN ONE, NEW YORK ▪ 2009 - 2011 & 2006 - 2007

Led project-based teams of information architects, copywriters, and art directors in my first year. Returned in 2009 to join full-time as GTO's Director of UX, growing the agency with award-winning client work.

DIRECTOR OF USER EXPERIENCE

WUNDERMAN, NEW YORK ▪ 2007 - 2009

Grew the UX department from three to twelve people, by winning new business and expanding our capabilities for existing clients. Introduced content strategy and usability roles, built the company's usability lab, and brought new billable value to our client base.

MANAGER, INFORMATION ARCHITECTURE AND DESIGN

LIFECARE, WESTPORT CT ▪ 2003 - 2006

Redesigned entire suite of online products for a B2B benefits provider. Managed a creative team of three, taking products from planning to post-launch growth.

SENIOR INFORMATION ARCHITECT

IBM, SANTA MONICA CA ▪ 2000 - 2003

Lead IA for the IBM Innovation Center, a Global Services division providing digital agency services for IBM customers.

DESIGNER / INFORMATION ARCHITECT

RAZORFISH, SAN FRANCISCO ▪ 1996 - 2000

Designer for Plastic, later acquired by Razorfish to become the San Francisco office. Created a lot of the fun things you remember from the Dot-Com boom days.

EDUCATION

University of Iowa, majored in Communication Arts & Design 1988-1992

SELECTED CLIENT LIST

Aetna	Freightliner, Inc.	Nokia
Abbott Laboratories (AbbVie)	Genentech	Novartis
Accenture	Heineken	Petopia
Activision	Hewlett-Packard	Pacific Gas & Electric
Boehringer Ingelheim	HMSA (Hawaiian Medical Services Association)	Pillsbury
Campbell's	Intel	Salesforce
Charles Schwab	Jefferson Radiology	Sanofi Aventis
Citigroup	Joe Boxer	Sega
ComputerCity	Johnny Walker / Diageo	Sony Pictures
Continuum Health Partners	Land Rover	Sungard
Dannon	Liberty Mutual	Sunovion
Discovery Health	Life Technologies	Texas Children's Hospital
eBay	Lutron	Tigerspring
Eli Lilly	MasterCard Advisors	Timex
EMD Serono	Medtronic	Trane
EMI / Blue Note Records	Microsoft	Walt Disney
Excite	Nationwide	Wells Fargo
Fireman's Fund Insurance		Wizards of the Coast

EXTRACURRICULAR

Avid tabletop gamer, publisher of Gygax Magazine, a quarterly print magazine devoted to role-playing and board games.

Host of Permission Radio, the first podcast to showcase licensed major label and indie music, featured in Spin Magazine's "Essential Mix" for 2006.

Host of Roll For Initiative, a weekly tabletop gaming podcast from 2010 to 2012

Creator & producer of Game School and Cube of Death on the TSR Podcast Network, bi-weekly gaming shows.

Founder and publisher of two music magazines from 1990 – 2001: IndustrialNatioN and Permission Magazine.

UX blogger and speaker, appeared at events such as 140 Characters and the BIL Conference, founder of UX Directors & Execs (UXDE), a LinkedIn community of over 1,300 UX leaders, followed by 1,500 Twitter users and listed in several dozen UX lists.

Vintage computer enthusiast — ask me about my Canon Cat!

REFERENCES AVAILABLE UPON REQUEST