

JASON BOURGUIGNON

UX DESIGN | UX RESEARCH | USABILITY TESTING | UX STRATEGY | DESIGN OPERATIONS

Phone: +1 206 816 2964

Email: jasonbourguignon@gmail.com

Portfolio: www.jasonbourguignon.com

Experience

UX Design & Operations Director

09/2021 - 11/2023

F5 | Seattle, WA

Led the establishment of F5's design system team, shaping the strategic roadmap and executing backlog for standardizing brand styles, UI components, icons, and interactive patterns. Collaborated closely with cross-functional teams to ensure strategic alignment and organizational excellence, focusing on implementing customer-centric workflows prioritizing accessibility and usability for a suite of cybersecurity SaaS products.

- Integrated diverse style libraries from many acquisitions into one cohesive design system, facilitating collaborative squads to align standards across the entire product organization
- Implemented a tiered 'Systems of Systems' architecture prioritizing high-impact system elements across the portfolio, fostering greater cohesion through incremental adoption
- Introduced cross-discipline squads that defined F5's Guiding Principles, converged Design System Taxonomy, and standardized patterns for machine learning data in Dashboard UX
- Established self-service intake and weekly triage with stakeholders, prioritizing Jira backlog for bi-weekly design and engineering sprints, aligning with quarterly roadmaps
- Ensured WCAG compliance for components and styles through audits and improvements, enabling inclusive user interaction with F5's products

Principal UX Designer

05/2020 - 09/2021

Avalara | Seattle, WA

Streamlined sales tax compliance in dynamic financial services settings by designing intuitive interfaces for small business owners and large accounting firms. Collaborated with stakeholders to optimize user workflows and implemented machine learning in UX design for predictive prompts, classification, and personalized recommendations, simplifying complex tax filings.

- Collaborated with PMs and engineers to transition an internal managed service into a customer-facing product, defining goals and technical solutions
- Conducted user interviews to inform a streamlined UX, reducing screens from 12 to 5, delivered the SaaS product ahead of schedule, simplifying tax filing for small businesses
- Engaged with Product Managers to analyze intricate geo-centric tax structures for Brazilian businesses, interacted with end-users to pinpoint essential tax preparation tasks to be completed to ensure compliant sales tax submissions meeting local and federal laws

UX Design Director

03/2018 - 05/2020

New Engen | Seattle, WA

Established and led a design team to develop a suite of SaaS products for the ad-tech and performance marketing sector. Working closely with PM to formulate UX strategy based on business goals and user needs. Conducted design reviews, and collaborated with engineers to ensure alignment with specifications. Additionally, designed and implemented flexible user interface dashboards and machine learning functionalities to enhance ad performance via insights and recommendations. Provided hands-on mentorship to elevate team performance and maintain quality standards.

- Championed product innovation through intensive brainstorming sessions to identify crucial customer needs for ad performance monitoring products, covering revenue analysis and campaign comparisons across Google, Facebook, Instagram, and Pinterest platforms
- Led ideation and UX design prototyping, collaborating closely with engineers to ensure early product launches, to ultimately drive top revenue
- Performed rigorous usability studies, incorporating interviews, surveys, and in-person analysis resulting in a 20% increase in satisfaction scores and a 15% decrease in task completion time
- Revamped internal tools to enhance user experience and prepared them for external release, ensuring seamless transition from internal to customer-facing platforms

Profile

I am an experienced UX Designer & Leader with a proven track record of overseeing the creation of simple, beautiful, and user-friendly products. Specializing in design strategy, talent management, team scaling, and innovation through creative collaboration.

With extensive leadership experience across B2B and B2C environments, I excel as a player-coach, strategist, and creative contributor. My robust skill set spans the entire product development lifecycle, including user research, design, prototyping, front-end coding, and user testing.

As an award-winning art director, I bring a strong vision and deliver high-quality products in collaborative, growth-oriented environments.

Education

Master's

User-centered Design
University of Washington

Bachelor's

Economics & Int'l Marketing
Gonzaga University

Technology

Figma

Photoshop

Illustrator

Adobe Creative Cloud

HTML5

CSS3

JavaScript

Maze

Sublime

Github

JIRA

Design Systems

Design Tokens

WCAG 2.1, Section 508

Responsive Web Development

Principal UX & Brand Designer, fractional consulting

10/2017 - 09/2021

Andaluz, | Malaga, Spain

Led design direction and execution for brand logo and product packaging, integrating consumer preferences and market trends. Established and optimized the Shopify e-commerce store, applying UX principles and crafting compelling content strategies to enhance customer engagement and drive conversions.

- Utilized local aesthetics and extensive market research to iteratively design brand logo, incorporated imagery and symbolism to evoke a sense of place while emphasizing the product's 100% organic nature and cruelty-free status
- The resulting designs surpassed expectations, and achieved award-winning recognition, including the prestigious A' Design Award and the World Olive Oil Packaging contest
- Created original graphic and video content to elevate brand presence for marketing materials on social media platforms, driving significant increases in awareness, engagement, and ultimately, sales

Sr. UX Design Manager

11/2010 - 10/2017

EagleView | Bellevue, WA

As the founding designer at a successful startup, led the growth of a 10+ member design and research team to deliver UX designs for over 20 geospatial measurement products, spanning mobile apps, e-commerce SaaS platforms, interactive geospatial library (GIS), and internal tools. Developed UI for machine learning algorithms such as; predicting how storms impact the cost to property damage. Established design standards, provided UX best practice training, conducted design reviews, and collaborated cross-functionally with product management and engineering. Oversaw essential management tasks such as budget planning and performance reviews, ensuring operational excellence and team growth.

- Developed and executed a strategic plan to scale the UX Design team during a merger of two multi-million-dollar companies, integrating the UX experiences of GIS imagery databases with 3D measurement tools with to create a seamless end-to-end experience
- Directed the UX integration of newly acquired products by expanding the design team and establishing a synchronized design backlog which supported product development for multiple engineering sprints across many geographical locations
- Led an aggressive research plan, by spearheading the creation of a comprehensive user persona set covering 11 different target industries, synthesizing both quantitative and qualitative data for accuracy
- Guided the team in conducting user research activities, including interviews, field visits, surveys, and tradeshow for insights, compiled findings into high-quality visual formats such as posters, table toppers, newsletters, and intranet sites for enhanced accessibility
- Integrated two e-commerce websites into one, conducting comprehensive content and information architecture research by collaborating with marketing teams to streamline content structure and navigation, enhancing the UX and product offerings

Sr. UX Designer

- Designed and launched a pioneering e-commerce platform for ordering 3D architectural renderings of commercial and residential properties, enhancing the precision in insurance claims and construction rebuilds by providing accurate measurement reports for materials
- Conceptualized and deployed mobile applications to complement the e-commerce experience, facilitating on-site property visits and seamless ordering in the field

Sr. UX PM & Designer

09/2009- 11/2010

Microsoft, Windows Server 2012 | Redmond, WA

Drove the UX of the next-gen Server Manager redesign, prioritizing streamlined server management and integrating the award-winning Metro UI. Collaborated with product managers and designers to conceptualize features, responsible for managing design reviews, usability assessments, and visual design milestones.

- Pioneered innovative features such as File Sharing, Remote Desktop Services, Canvas, Wizard, Console, Task Manager, and Contextual Help, these additions enhanced user engagement and satisfaction while optimizing for functionality and usability

Certifications

Front-end Web Development
General AssemblyPainting & Drawing
Seattle Academy of Fine Art

Skills

- UX ROI
- Design Roadmaps
- Leadership & Mentoring
- Resource Planning
- Brand Strategy
- Content Strategy
- Art Direction
- Interaction Design
- Usability Testing
- User Interface Design
- Information Architecture
- User Scenarios & Requirements
- UX Analytics
- UI Engineering
- Agile & Lean UX
- Mobile Apps
- UI Engineering
- Mobile-first
- Mobile-First & Responsive
- Machine Learning
- Web & Software Development