



# Senior Designer

## Skills and Expertise

- **Experience** in SaaS, eCommerce, Insurance, Financial, Healthcare, B2B, B2C, and Cloud Computing industries
- **User-centered design** context research, user requirements specifications, generative & synthesis solutions, and evaluation
- **Conducting and integrating user research** into mobile/tablet apps, and mobile-first responsive sites
- **Conducting A/B experiments to optimize** user flow funnels, conversions, purchases, and overall UX
- **Wireframes, mock-ups, and prototyping** with Balsamiq, Sketch, Adobe CC, InVision, and HTML frameworks
- **Cross-platform / browser / device** application design, native and hybrid, across iOS, Android, Mac, and PC
- **Lead designer of major new features** at Roostify in 2017-2018, including new security, and architecture, collaborating with engineering to touch every piece of code
- **Increasing overall efficiency by 30%** of Roostify's clients through improved digital application experience
- **Securing leading clients** at Vlocity Inc., such as NY Life, with powerful stakeholder-pleasing prototypes
- **Raising the Net Promoter Score** by 4 points at AAA Northern California, by improving IA, UI, and UX
- **Product management and planning** including Agile / Scrum methods, and tools like Confluence, and JIRA

## Jason Post

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<http://jpost-design.com>

Alameda, CA

## LinkedIn

<http://linkedin.com/in/jpostdesign>

## Years Experience

8+ UI / UX Design / Development

8+ Web Design / Development

5+ Responsive / Mobile Design

## Expert Skills

Leading New Product Features

Simplifying Complex Processes

Communication Across Teams

User-Centered Design

UX Analysis / Research / Testing

Wireframes / Mock-ups / Flows

Sketch / InVision / Adobe CC

HTML Prototypes

## Education

### BA in Art and Design

#### University of Hawaii, Honolulu HI

- Award for Outstanding Electronic Arts Student

### AS in Digital Media

#### Leeward Community College, Pearl City HI

- Specialization in Motion Graphics
- Associate of Sciences Valedictorian



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## Work Experience

### Senior UI / UX Designer, 2017 - Present

Roostify - San Francisco, CA

- Roostify is a digital mortgage SaaS responsive web platform that simplifies and accelerates the home-buying experience
- Leading major new features including multiple branch/account management, redesigning the entire architecture from a max of 2 borrowers to 4-plus on the same loan application, and designing new loan flows for home equity applications

### Senior UI / UX Designer Developer, 2016

Vlocity, Inc. - San Francisco, CA

- Vlocity is a SaaS cloud computing solution for the communications, insurance, and government verticals
- Leading UI / UX design and development of dashboards, purchase flows, portals, and mobile / tablet iOS app
- Clients include Anthem Blue Cross, Sprint, T-Mobile, Neustar, NY Life, The Hartford, and Sky Italia

### Lead UX Designer, 2015

AAA Northern California, Nevada & Utah - Emeryville, CA

- Designing \$550 Million / year transaction flows, transforming the legacy desktop-only site into a fully responsive experience
- Spearheading a 3-point plan for an improved map ordering experience, raising the Net Promoter Score by 4 points

### Contract UI / UX Designer and Developer, 2013 - 2014

Cost Plus World Market - Oakland, CA

UC Berkeley Center for Executive Ed. - Berkeley, CA

BrightRoll - San Francisco, CA

### Graphic Design, Web Design, Marketing, 2009 - 2013

Request for More Details

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# LinkedIn Recommendations

<http://linkedin.com/in/jpostdesign>

## Senior Designer

Roostify

Martha (Molly) Cooper - Senior UI & UX Designer

"Jason is a hard worker with the tenacity and good graces to see a long project through to the end, with its myriad stops along the way for feedback, iteration, and dev collaboration. He has good experience as a design researcher in the field, taking copious and well-organized notes. He is adept with the traditional UX design process, from using personas to building scenarios, writing user stories, drawing wireframes and building prototypes.

Having been a coder in the past, he also has a special knowledge of the development side of the coin. He's a great bridge between design and development."

## Senior UI / UX Designer Developer

Vlocity, Inc.

Kevin Zaccone - Manager, Business Analysis

"Jason is an expert UI/UX designer with deep expertise in enterprise HTML and cross-platform mobile development. His passion for user-centric design and focus on creating delightful user experience informs all of his work, yielding outstanding results.

I was fortunate to have Jason as a colleague on my team, and I would welcome the chance to work with him in the future."

## Contract UI / UX Designer and Developer

UC Berkeley Center for Executive Education

Adey Zaghab - Director - Learning & Development Planning

"Jason joined our Marketing team during a time of need. He showed a lot of passion about the projects that were assigned to him, and in a few weeks, he was able to gain tremendous amounts of knowledge about our business and our core requirements.

I truly enjoyed Jason's approach to project management, he was always thirsty to learn more and to deliver results. On multiple occasions, he demonstrated his creative thinking capabilities."