

# JON VERNON.

Senior UX/UI Designer.

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425.299.5651 • [jon@jonvernon.com](mailto:jon@jonvernon.com) • [www.jonvernon.com](http://www.jonvernon.com) • [www.linkedin.com/in/jvernon11](https://www.linkedin.com/in/jvernon11)

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## KEY SKILLS

### Technical Tools

Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, Adobe CC, InVision, After Effects, HTML, CSS, JavaScript, Asana, JIRA, Workfront, AI (ChatGPT, LeonardoAI, Adobe Firefly)

### Creative Skills

Visual design, UX/UI design, creative/art direction, branding, project management, stakeholder communication, market awareness, critical planning

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## PROFESSIONAL EXPERIENCE

### Senior Lead UX/UI Designer DIRECTV, Bothell, WA, remote (2021-2024)

- Transitioned the design team from Adobe XD to Figma by creating a library of modular, responsive components, leading to faster design delivery and a 20% reduction in design errors.
- Directed the design and art production of over 300 projects on DIRECTV.com; crafted high-impact web designs that enhanced user navigation, leading to a 25% increase in user engagement and session duration.
- Teamed up with the Go-To-Market team on the successful relaunch of directv.com, ensuring alignment of design strategy with business objectives.
- Managed a cross-functional team of 8 designers and writers, implementing processes that resulted in a 30% reduction in project turnaround time while maintaining a 95% on-time delivery rate for all client projects.
- Collaborated with the A/B test team to rapidly prototype and analyze new features, including a countdown timer and flash sale banners, resulting in a 25% hike in conversion rates across promotional campaigns.
- Cultivated strategic vendor relationships with major partners such as Adobe and Getty Images, ensuring seamless access to essential resources and applications, which boosted team efficiency and project delivery timelines by 25%.
- Partnered with Product, Go-to-Market, User Experience, Development, and Implementation teams on product and promotion launches.

### Owner + Creative Director Shiny Owl Design, Duvall, WA (2014-2024)

- Produced and distributed a suite of marketing materials, including brochures and digital assets, ensuring a coherent brand message that reached an audience of over 100,000 potential customers.
- Utilized ChatGPT to generate clear, engaging, and optimized product descriptions, enhancing product appeal and ensuring consistency across the brand's catalog.
- Led the branding initiative for Vern's Tees, resulting in a 250% increase in online traffic and a 40% rise in sales within the first quarter of the online store launch.
- Developed an end-to-end event registration process for the Evergreen Desert Golf Club; simplified user navigation and improved conversion rates, resulting in a 25% reduction in registration time for users.

### **Lead UX Designer** AT&T, Bothell, WA, remote (2012–2021)

- Managed a team of 5 designers, implementing agile methodologies that accelerated project timelines by 20%, ensuring the on-time delivery of marketing materials for six major product launches within the fiscal year.
- Championed the design and execution of a comprehensive digital asset library, streamlining access and reducing production time by 30% for the video merchandising team, benefiting 12+ internal stakeholders.
- Designer / Art Director on iconic Apple launches, including the iPhone XR, to ensure quick, accurate, and on-time delivery.
- Spearheaded the redesign of five high-traffic landing pages by integrating user feedback and A/B testing, resulting in a remarkable 40% lift in conversion rates over a three-month period.
- Reimagined user experiences and redesigned visual hierarchies for five high-traffic landing pages, partnering with business owners and implementation team for build and launch.
- Headed up the design and rapid prototyping of 15+ website features aimed at optimizing user experience; these enhancements grew A/B testing engagement by 20% and led to a rise in overall user retention rates.
- Created comprehensive technical documentation, including detailed wireframes and high-fidelity mock-ups, resulting in a more direct project planning process that improved efficiency by 30% and reduced development time by 25%.

### **Senior Interactive Designer** Expedia, Bellevue, WA (2010–2012)

- Introduced the Media Solutions Global Style Guide in April 2012, which provided a cohesive branding framework referenced by 20+ team members for design consistency across all media projects.
- Orchestrated training sessions for a team of 10 offshore production artists, leveraging best practices in digital design that elevated overall team efficiency and increased project completion rates by 30% over six months.
- Cultivated relationships with major rich media vendors, assessing performance and optimizing content strategies; this effort boosted customer retention rates by 15% through enhanced interactive experiences.
- Spearheaded collaboration with the Media Solutions Group to develop StorePoint Expendables, integrating over 100 media assets, including high-resolution image galleries and exclusive hotel deals.

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## **EDUCATION**

**Master of Fine Arts in Media Design**, Full Sail University, Winter Park, FL.

**Bachelor of Fine Arts in New Media** Academy of Art University, San Francisco, CA.