

JON VERNON.

Brand & Experience Designer.

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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

Key Strengths

Cross-functional team leadership, mentorship and team development, project and resource management, stakeholder alignment and facilitation, strategic communication with leadership

PROFESSIONAL EXPERIENCE

Senior UX Designer

DIRECTV, Bothell, WA, remote (January 2025-present)

- UX Designer on the acquisition UX team primarily focused on site search results, SEO, and online guide
- Craft intuitive, user-centered search interfaces that enhance content discoverability and optimize search result pages.
- Leverage data, user research, and testing to understand search patterns, identify pain points, and inform design decisions.
- Partner with product managers, engineers, and content strategists to align search functionality with user needs and business goals.
- Iterate on search design solutions based on performance metrics, user feedback, and industry best practices.

Senior Lead UX/UI Designer

DIRECTV, Bothell, WA, remote (August 2021-January 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.

Communications Program Assistant

Riverview School District, Duvall, WA, (November 2024-January 2025)

- Developed engaging social media graphics and multimedia content to grow brand presence.
- Managed logo redesign and ensured cohesive visual identity across all digital and print materials.
- Recorded, edited, and published podcast episodes, managing audio quality and ensuring consistent brand voice.
- Planned, shot, and edited video content for social media and brand storytelling.

Senior Designer

Freelance/contract, Duvall, WA, (January 2024-November 2024)

- Oversaw the end-to-end design process, from concept development to final delivery, ensuring high-quality visual and user-centric outcomes.
- Worked directly with clients to understand their goals, provide design solutions, and communicate progress throughout the project lifecycle.
- Created and refined brand identities, marketing materials, websites, and digital content tailored to client needs.
- Upheld brand standards and maintained visual consistency across all platforms and deliverables.
- Balanced multiple client projects simultaneously, meeting deadlines and adapting to varying scopes and timelines.
- Continuously explored design trends, tools, and best practices to deliver innovative and effective design solutions.

Lead UX Designer

AT&T, Bothell, WA, remote (November 2012–August 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.
- 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%.

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.