

Jordan Brooks

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Lead Product Designer

Highly innovative, passionate and successful leader in Digital Product Design with high proficiencies in visual UI design, data-driven UX design, user research strategy, HCI, user-centered design principles and methodologies, scalable design systems, agile scrum and front-end development.

Recognized as a talented vocal and creative leader with a unique skill-set that spans various disciplines from hands-on UI/UX design to user-research and data strategy. Phenomenal track record of leading design organizations to design and develop websites, responsive web apps, and mobile apps with extraordinary life spans.

Over 6 years of experience in understanding and developing products from concept ideas into production with a high degree of success in a competitive landscape. Highly effective written & verbal communicator with exceptional problem-solving skills.

Capabilities include:

- Responsive Design
- High-Fidelity Concepts
- UX Research
- A/B Testing
- Prototyping
- User Testing
- Information Architecture
- Agile Scrum
- Branding (Identity)
- Strategy & Planning
- HTML/CSS
- Figma, Axure, Adobe Suite

Professional Experience

Lead Product Designer at Versapay

June 2018 – Present

VersaPay is the leading provider of cloud-based, invoice-to-cash solutions, enabling businesses to provide a superior customer experience, get paid faster, streamline financial operations, and dramatically reduce DSO and costs.

- Pioneered the product design process in use today by the product team
- Worked closely along side the CEO, CPO, and Director of Product to exceed company standards in all forms of UI/UX deliverables
- Responsible for creating all assets and deliverables for the product and development team
- Created standardized processes for conducting user research both internally and externally
- Redesigned an entire UX for multiple flagship products
- Curated design systems across departments and delivered scalable solutions
- Led presentations and design critiques on all forms of design concepts to stakeholders
- Implemented processes and best practices for gathering usage metrics to have data-driven design iterations

Product Team Lead at Imaginative Minds

January 2018 – October 2019

Imaginative Minds is a comprehensive mobile application firm recognized in Toronto as a highly innovative and disruptive marketplace builder with solutions that unite the unskilled labour workforce with demand in their local area.

- Presented and communicated new UI/UX concepts to stakeholders and leaders
- Successfully lead the design of the mobile app that became the core focus of their business model
- Collaborated with executives, technical advisors and respective marketing
- Managing a team of designers both on and offshore working within a five-person app design team
- Managed all creative initiatives from concept to production
- Produced high-fidelity interactive prototypes for both user testing and investor presentations
- Solved user experience issues to align business goals with user goals
- Conducted a high-level of user testing for specific user paths in core areas

Senior UI/UX Designer at ELL Technologies

July 2016 – June 2018

ELL Technologies is the premier supplier and software developer for English language learning needs across a global audience. With more than 3 million students using their digital products, ELL Technologies is the premier blended learning experience.

- Leading UI/UX and designing projects from concept to production, working primarily on the Learning Management System in which a user base of over 3 million access on a daily basis
- Utilizing a systematic UI/UX Design process that ensures a high-level of success for each project delivered
- Working and communicating with stakeholders daily, gathering clear business requirements and delivering designs on time
- Generating wireframes, interactive prototypes and hi-fidelity visual UI design mockups
- Participating in client usability studies and testing
- Conducting stakeholder reviews and presentations
- Working hands-on with development team daily, assisting with HTML/CSS
- Working within an agile software development process, teaching and instructing scrum teams how to work more efficiently with UI/UX teams
- Converted their entire suite of English language learning products into responsive layouts to allow entry into mobile markets
- Successfully lead the redesign of a legacy product (an outsourced LMS), improving the overall UI and UX with a sleek new innovative design and experience

Senior UI/UX Consultant at Bell Mobility

June 2017 – September 2017

Bell Mobility, a division of Bell Canada, is one of the largest telecommunication providers in Canada. Bell Mobility is responsible for managing all of Bell Canada's mobile initiatives and services across the country.

- Assisted the creative director by helping to manage a large-scale UI/UX project for an internal field services mobile application
- Developed UI designs, wireframes, screen layouts, HTML prototypes, and produced product research reports
- Implemented a new structure for engineers and developers to work off HTML prototypes instead of static screenshots, saving time and front-end development costs
- Presented and communicated new UI/UX concepts to stakeholders and leaders

UI/UX Designer at Trice Web Development

October 2012 – July 2016

Trice Web Development is one of the highest ranked web design and development agencies in Toronto and its surrounding areas. They provide a wide range of services ranging from web design, web development, Pay-Per-Click campaigns, and ecommerce.

- Produced wireframes, interactive prototypes and hi-fidelity visual designs
- Created a systematic approach for delivering assets and design specifications to front-end developers
- Worked closely with stakeholders, product owners and development team to ensure accurate execution of all submitted designs
- Produced hi-fidelity mockups, wireframes, workflows while collaborating with IA team daily
- Worked with front-end developers and QA to ensure successful implementation of all designs
- Assisted clients with conversion rate optimization using successful A/B testing methods
- Managed the online design and brand development for TriceWebDevelopment.com
- Designed web interfaces from concept to production, developed brand ideas and conceptualized new ways to improve conversions
- Managed the design, development and online marketing strategy for several websites within the company

Education

LearnUI Design

Erik D. Kennedy

September 2016 – December 2016

Front-End Code Camp

HackerYou

April 2016 – June 2016

Front-End Code Camp

Team Treehouse

March 2014 – July 2014