Jordan Brooks

Digital Product Designer

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Principal Product Designer at Street Context

June 2022 - Present

- **Established Cutting-Edge Design Processes:** Spearheaded the implementation of industry-standard design processes, now integral to product and engineering teams, ensuring the creation of user-centric digital products.

- **User-Centered Research and Prototyping:** Pioneered the User Research practice, conducting comprehensive customer interviews, prototype testing, and feedback analysis. Skillfully prioritized insights, contributing to data-driven decision-making.

- **Executive-Level Collaboration:** Collaborated closely with top-level executives, including the CEO, COO, and VP of Product, to surpass company standards for UI/UX deliverables and strategy, ensuring alignment with organizational goals.

- **End-to-End Design Ownership:** Assumed complete responsibility for generating all assets and deliverables for the product and development teams. Additionally, co-created a visionary long-term design strategy with the executive team, driving business growth through design excellence.

Senior Product Designer at VerticalScope

October 2020 - May 2022

- **Marketplace Creation and Management:** Successfully designed and established a thriving Marketplace on the central community platform, facilitating the buying/selling of items between community members in a scam-free environment.

- **Strategic Alignment with Leadership:** Collaborated closely with key stakeholders including the Director of Product, Creative Director, and Chief Product Officer to ensure design efforts were aligned with the company's goals, objectives, and strategies, driving cross-functional synergy.

- **Elevating Design Maturity:** Initiated and gained leadership buy-in for a transformative initiative aimed at elevating the design maturity of the team. Introduced key elements like user testing, design systems, and A/B testing programs, enhancing design effectiveness.

- **Comprehensive Design Leadership:** Simultaneously led the charge in design maturity while remaining hands-on in creating essential deliverables for various product features and improvements. Responsible for end-to-end processes, including solution validation, user research, design deliverables, and developer support.

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Senior Product Designer at Versapay

June 2018 - September 2020

- **Innovative Product Design Leadership:** Pioneered the current product design process utilized by the product team, shaping effective design methodologies along the way.

- **Executive Collaboration:** Collaborated closely with the CEO, CPO, and Director of Product to consistently surpass company standards in design deliverables. Delivered exceptional design assets that aligned with organizational goals.

- **Streamlined Design Operations:** Established standardized processes for both internal and external user research, contributing to a data-driven approach to design decision-making. Curated company design system, bringing scalability to the design org.

- **Effective Communication and Data-Driven Iterations:** Led presentations and design reviews with stakeholders, showcasing the ability to convey design concepts effectively. Implemented processes and best practices for collecting usage metrics, facilitating data-driven design iterations for continuous improvement.

Product Designer at ELL Technologies

July 2016 - June 2018

- **End-to-End Project Leadership:** Led UI/UX design projects from concept to production, with a primary focus on the Learning Management System, serving a user base of over 3 million. Ensured seamless design execution and high-quality outcomes.

- **Systematic Approach for Success:** Implemented a systematic UI/UX design process, consistently delivering successful projects that met user needs and business objectives.

- **Comprehensive Design Expertise:** Proficiently created wireframes, interactive prototypes, and high-fidelity visual UI design mockups, demonstrating a hands-on approach to design excellence.

- **Cross-Team Collaboration:** Engaged in client usability studies, stakeholder reviews, and presentations, while also collaborating closely with the development team on a daily basis. Additionally, played a pivotal role in the transition to responsive layouts for English language learning products, enabling expansion into mobile markets. Actively contributed to agile software development processes, enhancing efficiency through effective collaboration with scrum teams.