Barrow

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JACOB W. BARROW: SR. PRODUCT & UX DESIGNER

Summary of Qualifications

Over 15 years of professional software design experience (5+ years fully remote) with significant experience in enterprise SaaS, product design, service/operations design, Product-UX operations, agile methodologies, interaction design/prototyping, information architecture, user research and facilitating on multi-disciplinary teams. Industry experience in healthcare, benefits administration, software integration, HCM, legal, GIS, CRM, and finance.

Skills

Interaction Design

Tasks: wireframing, workflows, user journey mapping, hi-fi mockups *Tools:* Whimsical, Figma, Sketch

Prototyping

Tasks: visual/interaction prototyping *Tools:* Figma, Sketch+InVision, AxureRP, HTML, CSS, JavaScript

Requirement Gathering

Tasks: workflow analysis, story mapping, creative briefs, *Tools:* Whimsical, Confluence, Mural, FigJam

User-Centered Agile

Tasks: JTBD, problem statements, user story writing, Lean UX *Tools:* Jira, Confluence, TFS

Inclusive/Accessible Design

Tools: WCAG AA, Design systems, Atomic, Responsive, Figma, Sketch, WAVE

Visual Design

Tasks: hierarchy, layout, color theory, typography, branding *Tools:* Illustrator, InDesign, Photoshop, Figma

User Research

Tasks: Personas, moderated/unmoderated user testing, test plans *Tools:* Tetra Insights, Aurelius, Maze, Zoom

Professional Experience

Paylocity - Product Designer - Remote   5/2017 – Present
Enterprise SaaS, HCM, benefits administration, third party integrations, expense management, and finance tools for administrators and employees.

- Fully embedded on multiple remote, agile development teams working with my Product partners to gather requirements, do user research, establish creative briefs, deliver end-to-end user experiences in low and high fidelity. Worked closely with engineers to communicate design requirements, test deployments, and plan for iterative development strategies.

- Regularly contributed to designs and documentation of a centrally managed design system and corresponding component libraries in Figma and Sketch while evangelizing its use and supporting engineering teams in adoption.

Willis Towers Watson, Exchange Solutions - Sr. User Experience Designer   3/2013 – 5/2017
Call center CRM, workforce management, Medicare B2C, and internal operations tools

- Worked closely with Product Owners, Product Managers, business stakeholders, and end-users to clearly define product initiatives in healthcare account management, decision support, prescription drug cost analysis, carrier benefits, provider search/analysis, and application processing.

- Produced static and interactive prototypes (HTML) and conducted on-site and remote user testing and heuristic evaluation of new and existing designs for project initiatives.

- Concurrently supported 2-4 local and remote Scrum development teams with design wireframes, design specs, acceptance criteria, user research and front-end pair-programming.

- Conducted design exploration and planning activities including design studios, user story mapping and customer journey mapping with development teams, end-users, and stakeholders to encourage a culture of design thinking and product innovation.

Tomax Corp., User Experience Design Lead   8/2012 – 1/2013
Retail inventory management (iOS), fleet vehicle management (iOS) and retail operations management (web)

- Worked with product managers, analysts and project managers to define UX strategy, product roadmap and agile development best practices. Introduced product teams to the concepts of personas and user research for user-centered design.

- Created wireframes, hi-fidelity interactive prototypes and other design communication deliverables for implementation by developers.

The Church of Jesus Christ of Latter-Day Saints, Interaction Designer   8/2010 – 8/2012
Intellectual property management and content moderation web applications

- Worked with product managers, business analysts, QA engineers and developers to design and build applications supporting complex, multi-user, multi-step review and moderation workflow processes.

- Created wireframes, static prototypes, HTML prototypes and other design communication deliverables for implementation by developers. Presented designs for stakeholder and end-user acceptance.

- Facilitated communication between developers, analysts, stakeholders and end-users.

U.S. Forest Service, Application Interface Designer (Contract - Tetra Tech EC, Inc.)   4/2007 – 8/2010
GIS web applications and print marketing posters

- Introduced a waterfall development team to the design process and the role of UX/Interaction design.

- Consulted with forest planners and managers to gather requirements and define their project requirements.

- Developed front–end graphic user interfaces using HTML, CSS and JavaScript (jQuery).

- Facilitated communication between project managers, developers and stakeholders.

- Provided branding and marketing design for print and web communications.

Education, Service and Training

Bachelor of Fine Arts with emphasis in Graphic Design	**2006 Utah State University**
Switzerland study abroad	**2005 Utah State University Design Dept.**
Volunteer missionary	**1999-2001 Bangkok, Thailand**

Certifications and Training

- Certified ScrumMaster (CSM), Scrum Alliance – October 2011