

# Jon Armstrong

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## Profile

I like helping brands make a difference using relevant technologies and media. Today, audiences live in multiple places; personal digital space, social media, on mobile devices or in front of any number of screens—reading, watching or downloading media whenever they want. This radical reshaping of human behavior requires devising innovative and human-centered approaches to engage people wherever they are.

## Experience

### Senior UX/UI Consultant

#### Mommypoppins.Com

New York, New York -11/2023-Present

- Refreshed homepage and article screens.
- Created design system with Figma variables.
- Refreshed admin screens and improved UX for business accounts including ad sales screens from start through cart and checkout.
- Refreshed account creation and upsell screens for professional accounts and upgraded calendar events.
- Tools: Figma, FigJam, Zeplin

### Senior UX/UI Product Designer - Design Systems

#### Teladoc Health

New York, New York – 2020-2023

- Established the initial product design system and later contributed to a multi-discipline team, designing and shipping multi-platform components.
- Advocated for inclusive design and accessibility; created an annotation design system for the product creative team.
- Worked with the accessibility team, product managers, developers and creative team stakeholders to change the workflow of designers to annotate their designs and describe functionality earlier in the process for accessibility and improve developer handoff.
- Collaborated with product and developer stakeholders to integrate the design system into existing and new product experiences.
- Lead projects such as provider scheduling, provider search, request visit, and north star initiatives.
- Developed an executive dashboard and facilitated integration with client services for white label partners.
- Conducted unmoderated research for UI treatments.
- Tools: Figma, Sketch, Zeplin, Abstract, InVision, Jira, Github, Miro, Storybook and more.

### Senior UX Consultant

#### Thomson Reuters

New York, New York – 2017-2019

- Collaborated with internal product teams to enhance consumer experience for marketing, learning, and tax professional products.

- Served as UX Lead for the Thomson Digital Spearhead project.
- Conducted rapid velocity, sprint-based user testing, designs and interviews.
- Contributed to guiding principles for the design system component library and leveraged Sketch libraries/Sketch data.
- Tools: Axure, Sketch, InVision, Abstract, Jira, Azure Dev Ops and others

### **Senior UX Consultant**

#### **Toys 'R' Us**

**New York, New York – 2017**

- Collaborated on consumer experience optimization for product pages, search, cart, and checkout.
- Executed UX for site-search facets and filters, contributing to responsive design improvements.
- Contributed to an increase in mobile and desktop cart-to-checkout conversions.
- Tools: Sketch, Zeplin, Jira, InVision, Axure, Adobe Analytics, Google Analytics, and Usertesting.com.

### **Senior UX Consultant**

#### **University of Utah, HSA Healthplan, TripTent (Ashley Furniture), Marina Maher**

**Brooklyn, New York 2013-2017**

- Assisted brands in optimizing online presence through UX research, design, and content strategy.
- Conducted research, product and site audits, analyzed social profiles, and aligned content taxonomy for SEO goals.
- Worked with clients including Marina Maher Communications, TripTent, HSA Healthplan, University of Utah

### **President & Director**

#### **Blurbodooceery, Inc. & Armstrong Media LLC**

**Remote, 2006 - 2013**

- Directed product design, UX, site architecture, user flow, content strategy, content management, content management strategy, site redesigns, theme development and back-end development, created responsive themes.
- Created content sponsorships and campaigns, negotiated marketing partnerships and strategic partnerships with Nintendo, Unilever, Microsoft and Verizon, tripling revenue year over year for three straight years.
- Chief revenue officer, content strategist and executive producer for web property dooce.com.
- Increased site traffic from 36 million page views to 65 million annually.
- Concepted, designed, produced and staffed sister community site with over 50,000 user accounts that created an additional 15 million page views annually.

### **Creative Director**

#### **LANDesk Software**

**Salt Lake City, 2003-2005**

- Created marketing materials, interstitials and email templates.
- Created software packaging for suite of enterprise software products.
- Designed website and micro-sites.

## **Art Director**

### **Carat Interactive**

**San Francisco, 1999-2001**

- Design and copy for ads, HTML email and interstitials for Sega, CNet, eBay, e-stamp and others.
- Supervised and mentored direct reports (designer, associate art director), including reviews, salary conversations and career growth.
- Created better ways to sell through digital work without costly pre-building and reduced initial involvement of an overworked technical team.

## **Education**

Brigham Young University – Bachelor of the Arts, Double minor: Art History & Communications

## **Skills**

- Figma, Miro, Sketch, Adobe Creative Cloud, Zeplin, InVision, Jira, Confluence, GitHub, Axure, Google Analytics, Adobe Analytics, usertesting.com, and Slack.
- Presenting, moderating and leading user workshops.
- Teaching others new techniques, tips and tricks to improve productivity

## **Awards**

SF Ad Show, Addys, AIGA 100 design selection