JON ARMSTRONG

+1 (801) 712-1618 | jon.armstrong@gmail.com | New York, NY, USA | linkedin.com/in/jonarmstrongnyc

PROFESSIONAL SUMMARY

Innovative and results-driven Product Design Leader with extensive experience in crafting engaging and accessible digital experiences that have a meaningful impact. Passionate about leveraging emerging technologies and media to meet evolving audience behaviors across platforms, from mobile devices to social media and beyond.

- I am adept at developing strategies that connect with users in their personal digital spaces, fostering engagement, and driving business growth.
- My expertise spans UX/UI research, design, and development, with a strong focus on design systems, accessibility (WCAG compliance), and product strategy.
- Skilled in content and campaign strategy, business development, and analytics, with a proven track record of generating revenue and delivering compelling new business pitches.
- Recognized for developing impactful online branding, marketing strategies, and community management initiatives that align with business objectives.
- Experienced public speaker.

Specialties:
- **UX/UI Design & Product Development:** Research, design, development, and accessibility compliance.
- **Design Systems & Strategy:** Building scalable design frameworks aligned with product goals.
- **Content Strategy & Marketing:** Creating and managing content strategies that enhance user engagement.
- **Business Development & Revenue Generation:** Driving growth through innovative pitches and strategic initiatives.
- **Campaign & Community Management:** Developing campaigns and fostering online communities.
- **Analytics & Insight:** Utilizing data-driven approaches to inform strategy and measure success.
- **Focus** on creating transformative digital experiences that resonate with users.

EDUCATION

Brigham Young University - Provo   **January 1990 - August 1992**
Bachelor's, Art History
- Classical humanities focus, spanning the arts throughout human history
- Minored in communications

PROFESSIONAL EXPERIENCE

MommyPoppins.com   **New York, NY, USA**
Senior UX/UI Consultant   *November 2023 - December 2024*
- Redesigned regional homepages and article screens.
- Created design system with Figma variables.
- Redesigned admin screens and improved UX for business accounts including ad sales screens from start through cart and checkout.
- Redesigned account creation user flows and upsell screens for professional accounts and calendar events.
- Tools: Figma, FigJam, Zeplin.
- Keywords: Figma, Design System, UX, UI, Admin screens, B2B, Responsive design, Visual design, HTML/CSS, Mockups, UI Design, UX Design, Digital products, Prototypes, User-centered design, Communication skills

Teladoc Health   **New York, NY, USA**
Senior UX/UI Product Designer & Design Systems   *January 2020 - November 2023*
- Established the initial product design system and later contributed to a multi-discipline team, designing and shipping multi-platform components.
- Used Apple iOS Human Interface Guidelines and Android Materials design systems to help guide integration and pattern definition across platforms.
- Advocated for inclusive design and accessibility; created an a11y 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.
- Keywords: Product design, Agile, Design systems, UX design, Interaction design, UI design, Information architecture, HTML/CSS, Design patterns, Mobile app design, Visual design, HTML/CSS, Mockups, UI Design, UX Design, Digital products, Prototypes, User-centered design, Wireframes, Cross-functional, Attention to detail, Front end, Consumer facing, Communication skills, Data Visualization

Thomson Reuters   **Hoboken, NJ, USA**
Senior UX Consultant   *November 2017 - December 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.
- Keywords: Enterprise design, UX Design, UI Design, UX Research, UX Lead, Agile, User interviews, Product design, B2B, Digital product design, Communication skills, Data Visualization

Various   **New York, NY, USA**
Senior UX Consultant   *January 2013 - December 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.
- Keywords: UX Design, UI Design, Marketing, Competitive analysis, Communication skills, Publishing, WordPress, Theming

Toys R Us   **New York, NY, USA**
Senior UX Consultant   *April 2017 - October 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.
- Keywords: Sketch, InVision, Axure RP, Miro, Jira, Confluence, Usertesting.com, Communication skills, Strategy, Design strategy, Shopping cart, Checkout, User testing, User research, Product page

Blurbodoocery, Inc.   **Salt Lake City, UT, USA**
President & Director   *January 2006 - December 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, directed and staffed sister community site with over 50,000 user accounts that created an additional 15 million page views annually.
- Keywords: Marketing, Content marketing, Native advertising, Art direction, Video production, Graphic design, Web design, Theming, WordPress, Drupal, mySQL, PHP, CSS, HTML5, Communication skills

SKILLS

Skills: Figma, Adobe Creative Suite, Zeplin, Sketch, Axure RP, Google Analytics, ProtoPie, Agile, Jira, Confluence, Zeroheight, Github, HTML/CSS, Adobe Analytics, User research, User experience design, Design systems, UI/UX Design, Interaction Design, Google analytics, Product Design
Interests: Photography, Music, Travel