

Johnathan Jackson

Senior Product Designer | UX/UI

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EXPERIENCE

Ally Financial — Senior UX Designer

Nov 2021 - Present - 4 years

- Led UX/UI design for Ally's first native mobile account opening experience, owning the end-to-end journey from IA to high-fidelity prototypes.
- Increased application starts by 18% and improved completion rates by 55% through experience optimization and friction reduction.
- Conducted end-to-end user testing on the account opening flow, achieving a System Usability Scale (SUS) score of 95.0.
- Led cross-functional meetings with third-party providers to introduce additional funding methods into the account opening flow, expanding customer flexibility.
- Directed art direction for mobile animations, creating a more engaging and delightful onboarding experience.
- Leveraged performance data and insights from the web experience to inform mobile IA improvements and align with current design patterns and trends.
- Created intuitive information architecture for a debt management tool, improving stakeholder alignment and customer financial clarity.
- Designed and shipped a mobile authentication (2FA) feature ensuring compliance with security standards while enhancing usability.
- Conducted usability testing sessions to validate wireframes and prototypes, incorporating findings into iterative design improvements.
- Presented design rationale and research findings to stakeholders and leadership to secure buy-in and move initiatives forward.

ACBJ — UX Product Designer

Mar 2020 – Nov 2021

- Built and implemented a comprehensive design system to unify the company website experience across products and user segments.
- Designed a hybrid app solution combining two core offerings, unlocking new revenue opportunities and increasing engagement.
- Led user research through surveys and analysis to identify pain points in event forms and improve completion rates.
- Redesigned the events detail page to increase online event revenue and improve user satisfaction.
- Reimagined the account management interface, improving subscription control and reducing customer service inquiries.

SpecBooks — Lead Marketing Graphic Designer

Oct 2019 – Mar 2020

- Designed and launched a wishlist dashboard for decorative showroom websites, increasing user engagement and supporting sales workflows.
- Architected a SaaS product catalog interface to simplify product discovery and specification.
- Designed a responsive product results page with advanced filtering to improve discoverability and cross-site usability.

Portfolio Password

johnjacksonUX

Education

Elon University
B.A. - Communication Design
2014 - 2018

Skills

- Mobile-First Design
- Information Architecture
- User Journeys & Flows
- Prototyping (Low & High Fidelity)
- Usability Testing & SUS Evaluation
- Design Systems
- Stakeholder Presentation & Alignment
- Cross-Functional Collaboration
- Data-Informed Design Decisions

Tools & Technologies

Figma, Sketch, Jira