

Johnathan Jackson | Senior Product Designer

johnathanjackson.com

Product designer focused on simplifying complex financial workflows through research, discovery, and rapid prototyping.

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EXPERIENCE

Ally Financial — Senior UX Designer Nov 2021 - Present

- Led solution discovery and UX design for Ally's first native mobile account opening experience, exploring multiple concept directions and prototyping testable solutions to validate usability and reduce friction across the onboarding journey.
- Drove strategic experience improvements that increased application starts by 18% and improved completion rates by 55% through friction reduction and journey optimization.
- Conducted competitive analysis and current-state audits of digital banking onboarding experiences to identify usability gaps, inform experience strategy, and align design solutions with evolving industry patterns.
- Conducted qualitative and quantitative research, including moderated usability testing and behavioral analysis, achieving a System Usability Scale (SUS) score of 95 and informing critical product decisions.
- Designed and shipped secure authentication (2FA) experiences aligned with regulatory, compliance, and security standards in a highly governed industry.
- Developed scalable information architecture for a debt management platform supporting complex financial workflows.
- Partnered cross-functionally with product owners, engineers, legal teams, and third-party vendors to shape solution direction, and deliver integrated financial experiences.
- Used analytics and performance data to refine user flows and improve system-wide usability.
- Influenced product direction by presenting research insights and design strategy to senior stakeholders, aligning teams around key experience improvements.
- Mentored junior designers through critiques and design reviews, helping strengthen discovery practices and strategic thinking across the team.

ACBJ — UX Product Designer Mar 2020 – Nov 2021

- Built and implemented a scalable design system to ensure UI consistency across platforms and integrated product experiences.
- Led user research initiatives to identify pain points and inform iterative product improvements.
- Redesigned account management systems to streamline subscription workflows and reduce service inquiries.
- Developed cross-platform hybrid app experiences, improving engagement and unlocking new revenue opportunities.
- Collaborated within agile development teams to define features, prototype solutions, and deliver production-ready designs.

SpecBooks — Lead Marketing Graphic Designer Oct 2019 – Mar 2020

- Architected a SaaS product catalog interface to simplify complex product specification workflows.
- Designed dashboard experiences to support sales operations and data visibility.
- Improved information hierarchy and advanced filtering systems to enhance discoverability and cross-site usability.

EDUCATION

Elon University

B.A. - Communication Design 2014 - 2018

SKILLS

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

TOOLS & TECHNOLOGIES

- Figma
- Sketch
- Adobe Creative Suite
- Lovable
- Jira