

Johnathan Jackson | Senior UX Designer

Senior UX designer with 6+ years working on complex, data-heavy platforms where design decisions directly affect how a business runs. I focus on making fragmented workflows feel simple and consistent, grounding every decision in research, and shipping work that holds up at scale.

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EXPERIENCE

Ally Financial — Senior UX Designer Nov 2021 - Present

- Led end-to-end UX design for Ally's first native mobile account opening platform, translating ambiguous discovery work into clear interaction models and testable prototypes that reduced onboarding friction and improved completion rates by 55%.
- Designed scalable information architecture for a multi-role debt management workflow platform, unifying fragmented legacy experiences into a governed, consistent system that supports complex financial operations at scale.
- Drove measurable business impact by improving application start rates by 18% through journey optimization, friction reduction, and evidence-based design decisions presented to senior stakeholders.
- Designed secure authentication experiences (2FA) that met regulatory, compliance, and security requirements without making the flow feel like a compliance checkbox. This included handling role-based access and layered permissions in a heavily governed industry.
- Conducted competitive analysis and current-state audits of digital banking workflows to identify operational gaps, inform experience strategy, and align design solutions with evolving industry patterns.
- Planned and ran qualitative and quantitative research, including moderated usability testing and behavioral analysis, that achieved a System Usability Scale (SUS) score of 95 and directly shaped product decisions at the leadership level.
- Used analytics and performance data to continuously refine user flows and improve system-wide usability across enterprise platforms.
- Partnered cross-functionally with product, engineering, legal, compliance, and third-party vendors to shape solution direction and deliver integrated digital experiences across a large organization with many moving parts.
- Influenced product direction and organizational priorities by presenting research insights and design strategy to senior stakeholders, facilitating alignment across complex, multi-team initiatives.
- Mentored junior designers through critiques, design reviews, and generative AI best-practice workshops, elevating discovery practices and strategic thinking across the UX organization.

ACBJ — UX Product Designer Mar 2020 – Nov 2021

- Built and maintained a design system that brought consistency across multiple products and made it much easier for engineering to move fast without things breaking visually or behaviorally.
- Led user research through moderated usability testing and behavioral analysis to surface what was actually frustrating customers, then used those findings to drive meaningful product improvements.
- Redesigned account management workflows to simplify subscription processes and cut down on service inquiries, which freed up support resources and made the experience noticeably less frustrating for users.
- Designed cross-platform hybrid app experiences that improved engagement and opened up new revenue opportunities the product hadn't previously been able to capture.
- Worked inside agile teams alongside engineers and product managers to define features, prototype quickly, and get designs into production in a shape that matched the original intent.

SpecBooks — Lead Marketing Graphic Designer Oct 2019 – Mar 2020

- Designed a product catalog interface for a SaaS tool that made complex specification workflows easier to navigate for both internal teams and customers.
- Designed operational dashboard experiences to support sales operations and data visibility, applying high-density information design principles to help expert users find clarity at speed.
- Improved information architecture and advanced filtering systems to increase discoverability, reduce task completion time, and enhance cross-site usability.

SKILLS

Design & Strategy

- Enterprise UX & Workflow Design
- Systems Thinking & Interaction Modeling
- High-Density Data Interface Design
- Information Architecture
- Design Systems
- User Journeys & Flows
- Rapid Prototyping & Iteration (Low & High Fidelity)

Research & Collaboration

- Enterprise UX & Workflow Design
- Systems Thinking & Interaction Modeling
- High-Density Data Interface Design
- Information Architecture
- Design Systems
- User Journeys & Flows
- Rapid Prototyping & Iteration (Low & High Fidelity)

Tools & Technologies

- Figma
- Sketch
- Adobe Creative Suite
- Jira

EDUCATION

Elon University

B.A., Communication Design • 2014 – 2018