

# Johnathan Jackson

## Senior Product Designer

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

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## EXPERIENCE

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### **Ally Financial** | *Senior UX Designer* | Nov 2021 – Present

- Designed Ally's first native mobile account opening experience across iOS and Android, including light and dark mode support, from early concepts through prototyping and usability validation to reduce onboarding friction.
- Increased application starts by 18% and improved completion rates by 55% through targeted friction reduction and journey optimization.
- Advocated for accessibility by introducing Fable to Ally's design process, becoming the first on the team to test prototypes with people with disabilities and validate WCAG compliance across key product experiences.
- Partnered with Design Ops to build a company-wide design system integration with Claude Code, enabling faster component handoff and reducing time from design to production.
- Contributed to Ally's AI Guild and used Figma Make to explore AI-enabled design workflows across product teams.
- Built out the information architecture for a debt management platform handling complex financial workflows across multiple user types.
- Ran competitive analysis and current-state audits of digital banking onboarding experiences to surface usability gaps and align design decisions with industry patterns.
- Conducted qualitative and quantitative research including moderated usability testing and behavioral analysis, achieving a System Usability Scale (SUS) score of 95.
- Designed and shipped secure 2FA authentication experiences that met regulatory, compliance, and security requirements in a highly governed environment.
- Worked cross-functionally with product owners, engineers, legal teams, and third-party vendors to shape solutions and deliver integrated financial experiences.
- Presented research findings and design strategy to senior stakeholders, building alignment around key experience decisions.
- Mentored junior designers through critiques and design reviews, strengthening discovery practices and strategic thinking across the team.

### **ACBJ** | *UX Product Designer* | Mar 2020 – Nov 2021

- Built and implemented a scalable design system to maintain UI consistency across platforms and product experiences.
- Led user research to identify pain points and guide iterative product improvements.
- Redesigned account management systems to simplify subscription workflows and cut down on service inquiries.
- Developed cross-platform hybrid app experiences that improved engagement and created new revenue opportunities.
- Worked within agile development teams to define features, prototype solutions, and ship production-ready designs.

### **SpecBooks** | *Lead Marketing Graphic Designer* | Oct 2019 – Mar 2020

- Designed a SaaS product catalog interface to simplify complex product specification workflows for sales teams.
- Built dashboard experiences to support sales operations and improve data visibility.
- Reorganized information hierarchy and filtering systems to improve discoverability and cross-site usability.

### **Atypic** | *Visual Designer* | May 2018 – Oct 2019

- Designed responsive websites, style guides, and interactive prototypes, and ran developer walkthroughs to make sure interactions, text styles, and responsive behaviors were implemented accurately.

- Improved donor conversion by designing responsive billing forms that reduced friction and made it easier for visitors to complete donations.
- Created brand and marketing assets across multiple clients including logos, business cards, email campaigns, tradeshow booths, vehicle decals, and product catalogs.
- Art directed a client photoshoot and presented design concepts and completed websites directly to stakeholders.

## SKILLS

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**Design:** Mobile-First Design, Information Architecture, Design Systems, User Journeys & Flows, Prototyping (Low & High Fidelity), Usability Testing & SUS Evaluation, Accessibility (WCAG / A11y), Stakeholder Presentation & Alignment, Cross-Functional Collaboration, Data-Informed Design Decisions

**Tools & Technologies:** Figma, Figma Make, Adobe Creative Suite, Lovable, Claude Code, Jira, Confluence, Fable

## EDUCATION

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**Elon University** | *B.A. Communication Design* | 2014 – 2018