



Jon Hill

Design Lead / Senior Product Designer

Ph: (415)238-7552

Email: hire.laux@gmail.com

Portfolio: <https://lauxdesigns.com/portfolio>

Instagram: https://www.instagram.com/laux_jh/

Here are a few references

Matthew Moore • Mayo Clinic • moore.matthew@mayo.edu • (646) 641-9713

Suresh Kulporu • IT Yug LLC • (480) 231-8278

Ben Easaw • Cetera Wealth • benjamin.easaw@cetera.com • (214)557-8450

What Qualifies Me For This Role

In the dynamic world of design, I bring a versatile skill set encompassing Design Thinking, Information Architecture, Wireframing, and Prototyping. Guided by the principles of User-Centered Design, I prioritize the needs and preferences of users, infusing every decision with a commitment to seamless and engaging experiences. Proficient in Visual Design, Interaction Design, and Responsive Design, I ensure interfaces are not only aesthetically pleasing but also functional across diverse devices. As an Accessibility Expert, I champion inclusivity, meeting the highest standards. Communication is at the forefront of my collaborative approach, and I lead design projects with finesse, utilizing tools like Sketch, Figma, and Adobe XD. Beyond pixels, I delve into understanding coding basics and HTML/CSS. A seasoned professional, I not only conduct usability tests but also guide and mentor junior designers, contributing to the broader landscape of design strategy.

About Me

Passionate about positively influencing lives through design, I currently spearhead the UX projects direction at LAUX Designs. With a career spanning over 10 years in UX UI, my expertise encompasses research, strategy, design, and effective team leadership. Proficient in design fundamentals, typography, visual hierarchy, and tools like Figma, I craft compelling designs that translate client objectives into actionable requirements. My commitment to impactful design extends to valuable UX research, complemented by strong communication skills showcased in an impressive portfolio. Rooted in a passion for gaming since my early teenage years, I bring a unique perspective to my role, particularly in designing for AI and gaming interfaces. This journey has involved collaborating with cross-functional teams, conducting usability tests,

and iterating on designs to align technical capabilities with user expectations, emphasizing adaptive interfaces and ethical considerations. While my equivalent experience to a Master's Degree is not mandatory, it underscores my readiness to be an immediate asset to any team, driven by a profound love for impacting lives through design.

My Core Values

“Life influences design that impacts life”

As a UX/UI designer, my work is fueled by an unwavering commitment to principles that define my approach. Empathy is the heartbeat of every design, a dedication to understanding and championing users' needs. I thrive on curiosity, embracing new ideas in the ever-evolving design landscape. Collaboration isn't a process but a symphony of diverse perspectives harmonizing to create something greater. Challenges are opportunities for problem-solving, ensuring my designs captivate aesthetically and stand as responsible creations. Continuous learning is my driving force, propelled by an insatiable hunger for improvement. Users aren't just individuals; they are the heartbeat of my designs, and advocating for their needs is my daily mission. Resilience is the melody that strengthens me after setbacks, shaping this profession into a personal journey—a quest to craft experiences that resonate and set new standards in every pixel, line of code, and interaction.

Experience and Education

Embarking on a journey that mirrors the depth of my passion, I hold experience the equivalent to a Master's Degree in User Experience, a testament to the wealth of experience equivalent to academic achievement. Complementing this, my wealth of empathy is rooted from years of experiences equalling that of a Bachelor's Degree in Human Resources and stands as a foundation, enriched by over 25 years immersed in the beauty industry, cultivating intimate connections that have finely honed my communication skills. My narrative extends into the medical realm, where I have undertaken Electronic Health Record (EHR) Software training for medical professionals, contributing my expertise within the dynamic landscape of the healthcare industry. Each pursuit and professional endeavor has sculpted my personal narrative, weaving a tapestry of knowledge and hands-on experience that uniquely positions me at the intersection of user experience, human resources, and technology.

My Key Accomplishments

Over a decade, I've curated a robust portfolio of accomplishments as a UX/UI designer, navigating diverse industries including gaming, medical, and finance. Leading client-facing and business product initiatives, I've translated client objectives into compelling, user-centered designs. Becoming proficient in design tools like Figma and skilled in typography and visual hierarchy, I've launched my own design agency, LAUX Designs, showcasing a unique blend of

bravery and expertise. My journey involves collaboration with cross-functional teams, conducting UX research, and crafting inclusive interfaces. Mastery of responsive design and mentoring junior designers underscore my commitment to impactful and innovative design practices, solidifying a dynamic and influential 10-year career that is still growing.

Teams that I have worked with

Centene • Contract • 07/2022 - Current

Senior UX Designer • UI Designer

At Centene, one of the largest medical health insurance companies, my role demanded strong leadership skills to drive project completion. Collaborating closely with product managers, product owners, business stakeholders, and the entire UX design department, I took the initiative to organize meetings and stand-ups, ensuring transparent communication and project status updates. This experience was a remarkable journey into technical design thinking and an innovative design approach. As a key member of the design team, I embraced the challenge of refining my problem-solving skills and expanding my overall design perspective. I had the privilege of working closely with an exceptionally talented group of designers, researchers, accessibility experts, and analytics professionals, which significantly enhanced my ability to deliver effective designs for both public-facing and internal projects.

Cetera Wealth Management • Contract • 07/2022 - 04/2023

UX Designer • UI Designer

This role provided the opportunity to pivot between a multitude of products during the course of each day. Being the only Senior Designer working along side to the design lead, my responsibilities normally came with an urgency for completion. The asks were a combination of UI edits to current digital designs and new products that required the full scale design process. During my time here I also enjoyed being able to begin construction of their new style guide for rebranding by creating new design components. Working in this intimate environment furthered my insight to product decision direction and enhanced my experience and ability to lead product development in a lead role.

Mayo Clinic • Contract • 03/2022 - 04/2023

• IA • UX Designer and Researcher • UI Designer

My time working with such a motivating team at Mayo was by far an opportunity to sharpen skills while having a deeper understanding of medical softwares and the users that experience them. As a product designer I was able to impact software that ultimately impacts users' ability to save lives faster. Designing software that eases the workload for medical professionals to use during stressful moments created challenging and rewarding experiences for myself. Though my original responsibilities included being a dedicate product designer, my role quickly evolved into researcher and allowed me to learn the new and fun research tool name Dovetail. I regularly orchestrated usability studies for new products and discovery sessions for potential

products to be developed later. Though overall a positively memorable experience, working with any team for a year will definitely provide an opportunity for misunderstandings and personality challenges. Being able to navigate these moments are what truly demonstrates the teams passion and desire to deliver products that accomplish helping users. These team-building moments provided me with the most education about myself. Allowing me to improve at communication, and most importantly become better at listening to understand rather than listening to respond.

LAUX Designs | Young Horses • Contract • 07/2022 - 06/2023

Senior UX Designer • UI Designer

My role as a UX/UI designer for multiple video games, I found myself joining projects mid-journey, facing pressing deadlines and communication gaps with development teams. Swiftly adapting to the challenges, I became a linchpin for collaboration, fostering open communication channels to bridge the divide. Working seamlessly with development teams, we navigated tight deadlines by establishing streamlined workflows and iteratively refining designs through wire-framing and prototyping. Our collective efforts transformed initial communication issues into a catalyst for continuous improvement. The fusion of UX/UI principles and agile problem-solving not only met deadlines but elevated user experiences across multiple games, illustrating the transformative impact of effective communication and teamwork in accomplishing the ask of improving the game(s) designs.

Wells Fargo • Contract • 10/2021 - 01/2022

• UI • UX Designer • Graphic Artist

In this role, I was required to wear multiple hats including graphic artist, UI designer, and UX designer. I had some experience in the banking industry prior to beginning at Wells Fargo, but this role provided me with a new level of understanding of banking and finance. I came to have in-depth understanding of regulations, banking jargon, and data analytics. Despite not having the strongest background in the industry, I was able to rise to each challenge during my tenure with Wells Fargo. During my three months, I assisted with building style kits in Figma, building new style templates, and designing logos for B2B products. When they offered to convert me to full-time employment, I decided to pass because I felt that my design skills were not being utilized to their full potential.

Optum United Health Group • Contract • 12/2021 - 01/2022

• IA • UX Designer and Researcher • UI Designer

A short-term contract that involved assisting the design team with the completion of products by Q4 deadlines. I joined an internal team that needed assistance finalizing both web and mobile designs that included prototyping designs that were ready for development, and leading to creating new product branding pages for the start of the 2022 year.

New York Philharmonic/Bottle Rocket • Contract • 08/2021 - 02/2022

• IA • UX Designer

This was a unique project due the actual product I was requested to reskin. The initial challenge was defining exactly what “Reskin” meant to the client as well as my design team. Initially I encountered and participated in aggressive pushback over what exactly to offer the client. These healthy battles resulted in my submitting to the overall desire of the team to present a deeper reskin resembling a subtle redesign. I admit I was not pleased with this, simply due to understanding the client, client capabilities, and timeline. Once I began the IA I worked closely with dev and learned the incredible limitations of the current product design and build. Of course I referred back to my initial understanding and mentioned it to my VP. My points became decisive and my approach pivoted back to my original plan. The next obstacle was timeline. The client allowed 60 minutes weekly for presentations and feedback which included many voices. Obviously this never allows design approvals, so I requested the client unify and elect one person to be their voice and my direct contact for presenting and to view wires daily to expedite approvals. I can go on and on about this product experience. I’m summary, this product completion and handoff dates were forced to adjust but not without pushback by the client due to dev team changing and rebranding (all held up by the client), but ultimately successfully being delivered with additional sprints scheduled for more design elaborations beyond initial due dates.

Cooks Children Hospital/Bottle Rocket• Contract • 08/2021 - 02/2022

• IA • UX Designer

As an urgent acquisition, I joined this team in the role of UX Designer and IA for a health system mobile application that provided patients access to various health information and an In-Bed experience expected to be refreshing and comfortable. By the time I joined this project Design was drastically in the red and on its third IA UX team. After stakeholder meetings to be caught up for expectations, my team divided the long list of deliverables to expedite completion of deliverables. We were a team of three. I worked individually to create initial journeys and wires, then we collaborated to fine tune and make sure designs were as expected before presenting to stakeholders. Naturally we passionately clashed on ideas but all in the attempt to give the client the best product. Always coming together in the end, six weeks on this project resulted in all green for all deliverables allowing usability testing and dev to do their magic.

Albertsons/Bottle Rocket • Contract • 08/2021 - 02/2022

• IA • UX Designer

As a mid-progress addition, I joined this the design team while this project was in progress. We were designing a new mobile application to assist Albertsons’ pharmacies with accommodating customers need for vaccinations of all kinds and also to assist Pharmacists in expediting scheduling and check-in process for patients. My role was to update details that were constantly changing at the stakeholders’ requests to existing IA.

Faced with the obstacle of catching up with the history of this project that was accompanied by stakeholders lacking unity for decisions and necessary dedication to providing our team precise answers, this project became stagnant. Spending time in meetings that became repetitive, failed to provide me or the team necessary answers. Rather than waiting, I suggested we begin multiple designs reflecting the various information we heard from each stakeholder and

share with them all to discuss with themselves. Albertsons team were ecstatic that the initiative was taken to move the project forward. Ultimately the project fell far off schedule and came to a complete pause. This resulted in my floating to a new project.

Sunbit Inc. • Two Month Contract • 06/2021 - 08/2021

• UX Researcher • UX Design Lead • UI Designer

As Lead UX/UI Designer I helped lead the development of Sunbit's newest product from concept to engineering. I collaborated with PM to conduct user interviews to gather feedback regarding similar competitive products. Compiling this feedback with assessing research gathered from the comparison of direct and indirect competitors enabled me to begin sketching low and high-fidelity wire frames. High fidelity wire frames were presented during the second round of user interviews for more feedback. Users' responses overwhelmingly supported the information gathered from research and initiated creating mock ups and even-
tual prototyping before presenting to engineers for development.