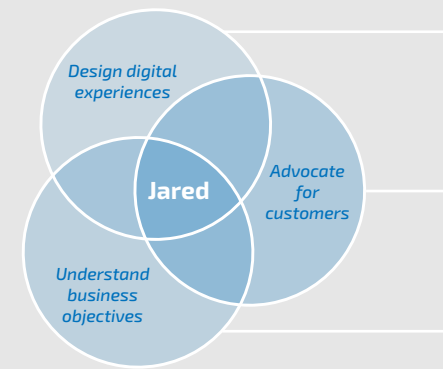


# Jared Simon

## USER EXPERIENCE (UX) PROFESSIONAL



Designing digital experiences  
that meet customer needs  
and serve business goals

### HI, I'M JARED!

I am passionate about creating awesome digital experiences that compel people to make meaningful decisions. My professional journey affords me a diverse perspective of UX design, with foundations in data visualization, market research analysis and digital product ownership.



Combining a unique penchant for art and design with a strong understanding of data and dimension, I enjoy the challenge of creating a beautiful digital experience without sacrificing its meaning and intention.

Check out my portfolio of work at [www.jaredjsimon.com](http://www.jaredjsimon.com), read about my design thinking process [here](#), and contact me at [jaredjsimon@gmail.com](mailto:jaredjsimon@gmail.com).

Thank you!

### 10 YEARS IN DIGITAL DESIGN AND PRODUCT MANAGEMENT

RUSSELL INVESTMENTS, 2012-CURRENT

#### Manager, UX Design 2021-current Senior UX Designer, 2017-2021

*Responsible for directing all UX efforts globally & eventually other UX designers*

- **Provide UX/UI/Visual/Interaction Design leadership** to improve the UX across all digital platforms, in all regions, and for all audiences. Includes banner guidance, header simplification, building block development, information architecture reviews, persona development, and personalization.
- **Translate radical global brand shift** into tactical UX changes on our site.
- **Collaborate across all silos globally.** Working with business stakeholders, digital strategists, marketing directors, and developers
- **Establish, maintain, and evangelize a Digital Style Guide.** Serve as UX Advocate at the firm. Counsel and educate marketing colleagues regarding the virtues (the why) and the techniques (the how) in creating a quality user experience.
- **Manage UX design resources** - associates, contractors, agencies, budgets

#### Digital Product Designer, 2016-2017

*Build & manage the next generation of interactive tools at Russell Investments*

- **Invented and prototyped new tools** to maximize value usability, and scale.
- **Guided the design and development of future enhancements and new products.** Managed the day-to-day operational and compliance maintenance for the existing suite of products.
- **Casted an integrated, strategic vision** for a suite of interactive client-facing tools spanning Russell's global businesses.

#### Interactive Content Strategist, 2012-2016

*Invent and design valuable digital experiences for financial advisor clients*

- **Conceived and designed an interactive storytelling app** to help advisors and sales people better understand Russell Investments' value and to better understand their investments.
- **Generated content that fueled meaningful conversations** between advisors and their clients.

### 5 YEARS IN MARKETING AND USER RESEARCH

RUSSELL INVESTMENTS, 2007-2012

#### Marketing Research Data Analyst, 2007-2012

*Manage various marketing & customer research studies*

- Coordinated various surveys and focus groups
- Analyzed results and managed data from ongoing studies
- Generated and presented insights/recommendations to executive teams
- Developed a VOC (voice-of-the-customer) program to track loyalty (NPS) and identify areas of improvement
- Managed research agencies and a \$1m research budget

#### Investment Division Intern, 2007

### RELEVANT EDUCATION & CERTIFICATIONS

#### Bachelor of Science, Mathematics, 2007

Pacific Lutheran University, Tacoma WA  
*Minors in Economics & Actuarial Sciences*

#### User Experience Design Immersive Course, 2019

General Assembly

*Continuing UX education. End-to-end mobile app design in one week.*

#### Customer Experience (CX) Management Certification, 2012

Strativity

*Customer research program management expertise*

### TOOLS

Adobe CC, Sitecore, Jira, CSS & HTML, Tableau, Sketch, Invision, Ceros

### COMPETENCIES

Please see the following page for a comprehensive overview

Sensible

Curious

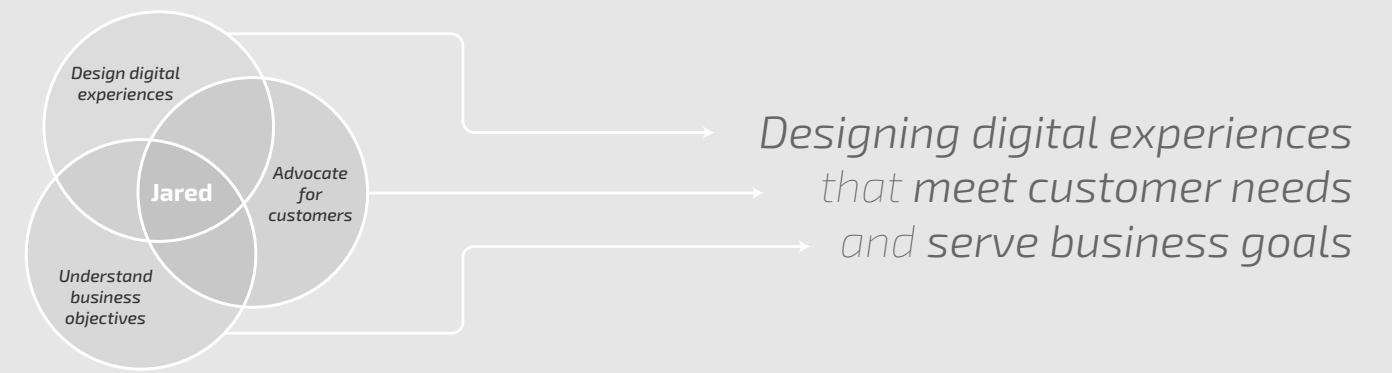
Inventive

Accurate

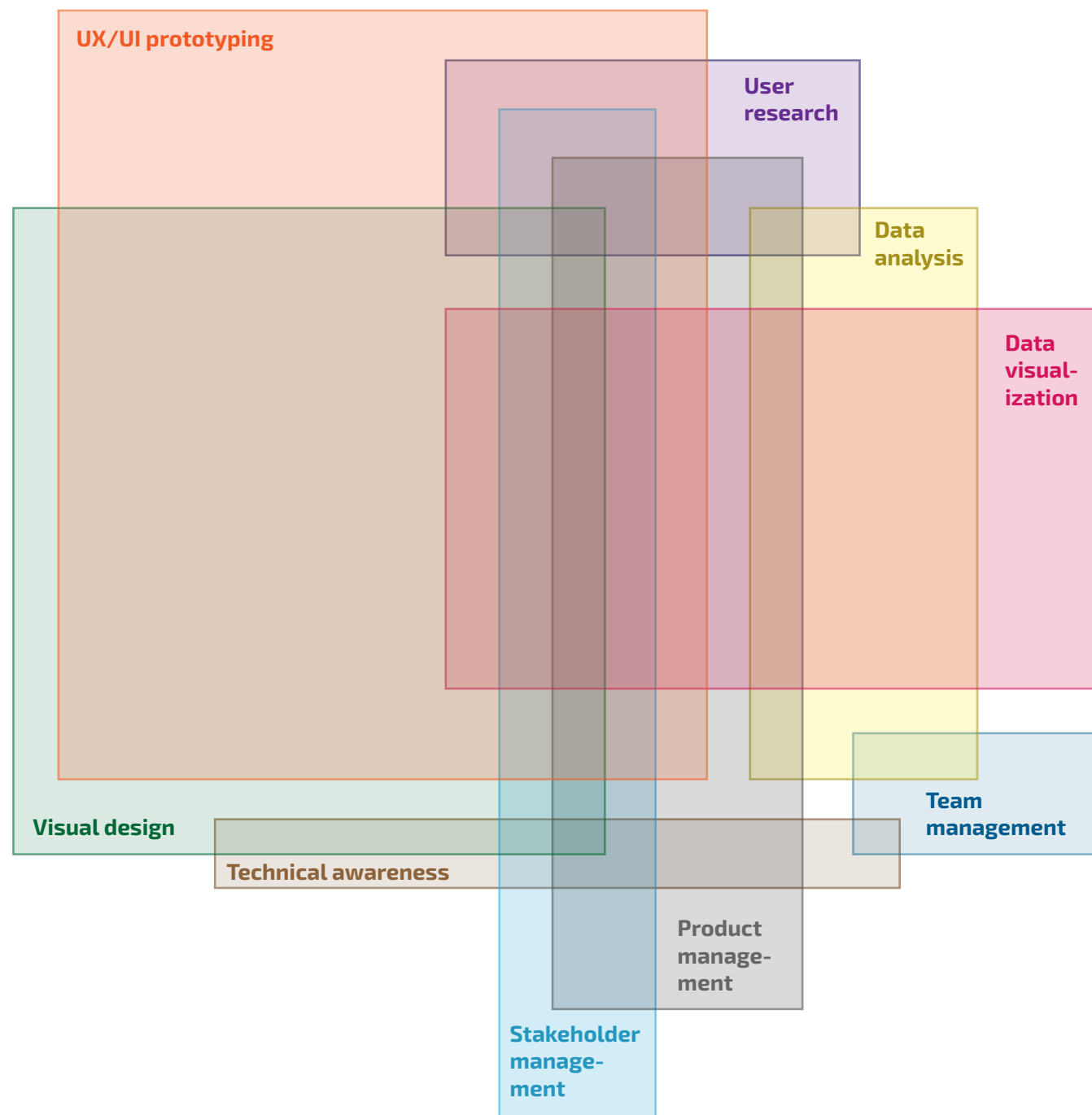
Genuine

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## USER EXPERIENCE (UX) PROFESSIONAL



### COMPETENCY OVERLAP & INTERCONNECTION



### COMPETENCY DESCRIPTIONS

#### UX/UI prototyping

Creating visual representations & prototypes of new product ideas - or product evolution/enhancement ideas - to facilitate meaningful conversations that move the concept forward.

#### Visual design

Shaping and improving the user experience with the effects of illustrations, photography, typography, space, layouts, and color on the usability of products and on their aesthetic appeal.

#### Data visualization

Designing with data and interactivity to provide greater transparency for products/ideas & greater credibility for value propositions. Allowing the data to tell a story.

#### Product management

Creating, shipping, evangelizing, and evolving a portfolio of client-facing digital experiences that fuel meaningful thought, conversation, and action.

#### Stakeholder management

Communicating and listening to various business stakeholders, to align digital experiences with business objectives & and spark new ideas.

#### Data analysis

Exposing truths & extracting insights from large amounts of data, for the purposes of understanding customers, our business, and/or our digital products.

#### User research

Building customer journey map - from curiosity, to consideration, to conversion, to client service - and learning what frustrates, what delights, and what motivates users along the way

#### Technical awareness

Understanding development building blocks/frameworks so that prototypes are designed realistically, and understanding technical jargon to effectively communicate vision and translate feedback.

#### Team management

Leading, connecting and organizing various team members for maximum output and efficiency in bringing a new digital product or digital product enhancement to market.

### PROFESSIONAL MAKE-UP

**25%**

**20%**

**15%**

**15%**

**6%**

**5%**

**4%**

**3%**

**2%**