

# Jonathan M. Hatley

## UX | UI Designer

### Experience

#### Capital One Senior User Experience Designer

November 2021 - Present. Dallas, Texas

Revolutionized and theorized 3 outdated business facing Products resulting in a efficient digital experience. Conducted user research that involved user testing, A-B testing, and an in-depth analysis of consumer thinking. Blueprinted Capital One process/systems to comprehend business' goals that portray the values of Capital One.

#### Tropical Reign Freelance Graphic Designer

August 2024. Dallas, Texas

Sketched 25 ideas for a Texas based Travel agency, before landing on a design and developing their logo in Illustrator. The design required me to blend the ideals and colors of company with that of Caribbean culture.

#### Fairnow Freelance User Experience

February 2023. Remote

Consulted and designed a product that utilized AI to analyze job candidates. Focusing on how to visualize their skills and affordances, providing them (the user) the proper confidence needed to select the perfect candidate for the job.

#### John Deere Contract User Experience Designer

May 2021 - November 2021. Remote

Fabricated new display as well as visual designs that connected new display with John Deere's brand along with aging construction product. Re-think and work interaction flows during design sprints. Manage multiple projects throughout the design process.

#### Illumina Interaction Design Intern

April 2021 - May 2021. San Diego, California (Remote)

Developed new interfaces along with highlighting/modifying interactions to better serve geneticists when interacting Illumina's Trusight Suite software. Helped devise research plans to obtain data as well as drive design decisions towards better case comprehension. Obtained new skills while volunteering with Girls who Code as well.

#### Georgia Tech INDD Teaching Assistant

August 2020 - May 2021. Atlanta, Georgia

Assisted 78 students with a variety of questions regarding Sketching and model-making projects and concerns with sketching abilities. Created assignments as well as helped teach lectures regarding new concepts.

#### Hubbell Lighting Industrial Design Intern

June 2020 - August 2020. Remote

Built a web-based product configuration tool for Hubbell's new lighting product. This add-on would afford consumers to customize & organize a multitude of spatial arrangements along with physical characteristic to create layouts for future customers of Hubbell Lighting Products.

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### Education

#### Georgia Tech Masters of Industrial Design

August 2019 - May 2021. Atlanta, Georgia

#### Iowa State Bachelors of Industrial Design

August 2015 - December 2018. Ames, Iowa

### Ux Design Skills

A/B Testing

Content Design

Information Architecture

Wireframes & Prototyping

Usability Testing

### Research Skills

User Journey mapping

Affinity Diagram

Empathy Interview

Task & Data Analysis

Qualitative & Quantitative Research Methods

### Ux Tools

Figma

Adobe Creative Suite

UserTesting.com

AI

### Coding

HTML

CSS

JavaScript