Jonathan Hatley

User Experience Designer

Experience

Concord
Denton, TX

Senior User Experience Designer — July 2025 - Present

Was the primary designer on for the Cosmo Prof side of Sally Beauty Holdings. Refashioned the About Us and Digital Library pages to align with Cosmo Prof's brand identity. Lead the Virtual Sign Up redesign to counter the increase in bounce rate. Streamlined the Create an Account process which decreased efforts for both engineers and consumers.

Capital One
Plano, TX

Senior User Experience Designer — Nov 2021 - July 2025

Revolutionized and theorized three outdated B2B products that resulted in a efficient digital experience. Conducted research that involved user testing, A-B testing, site-mapping, and an in-depth analysis of consumer thinking. Focused Capital One process/systems to comprehend business' goals that portray the values of Capital One while tending to internal workers needs.

John Deere
Ames, IA

User Experience Designer — May 2021 - Nov 2021

Rendered vectors/iconography as well as displays that adhered to John Deere's brand along with aging construction products. Re-thought and outlined interaction flows through redlining to help engineers with the hand off process. Managed multiple projects throughout the design process.

Illumina
San Diego, CA

Interaction Design Intern — April 2021 - May 2021

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.

Hubbell Lighting
Greenville, SC

Industrial Design Intern — June 2020 - Aug 2020

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.

Education

Georgia Institute of Technology
Atlanta, Georgia

Masters of Industrial Design — Aug 2019 - May 2021

Iowa State University
Ames, IA

Bachelors of Industrial Design — Aug 2015 - Dec 2018

Skills & Tools

Interaction	HTML, CSS, Javascript, Framer
Software	XD, Figma, Adobe Creative Suite, Balsamiq
Design	UX, Design Research, Sketching, Wireframing

Contact

Portfolio	www.jonathanmaxlinohatley.com
Email	Bemaxhat@gmail.com
Phone	214-724-5635