Jason Booker

Creative Director and User Experience Designer[r]

Professional Experience

Medecision | **Director of User Experience Design** | 2020–Present
Design lead for healthcare industry product design team, designing software tools used to manage care for more than 50 million individuals.

- building UX design practice from the ground up, directs design team efforts in user experience activities, including collaborating with business partners, design prototyping, user testing and support of development implementation
- oversees creative work of multiple designers and researchers in a fully remote team spanning three time zones and two continents

Capital One | **Design Director, Auto Navigator** | 2019–2020
Design lead for robust product design and research team, evolving and extending a responsive web experience used by 1MM customers monthly.

- directed design team efforts in user experience activities including ideation and collaboration with business partners, customer research, design prototyping, content development and user testing of design solutions
- oversaw creative work of multiple designers and researchers embedded with separate Agile development pods
- supported product vision leadership, employee training, team career growth

Credera | **UX Creative Director** | 2014–2019
Creative/strategic lead and designer for project-based user experience consulting work, primarily focused on custom app development and responsive web design.

- performed a variety of user experience activities including stakeholder communication, research, information architecture, wireframing, visual design, content writing, usability testing and support of development team work
- oversaw creative work directing designers serving multiple clients
- supported project estimation, employee training and project management
- generated presentations and speculative creative work to help close new business development work

imc² | **Designer – Creative Director** | 2006–14
Designer, Associate Creative Director and then Creative Director for a mid-sized digital marketing agency, creating website design, animation, brand identity, content, creative platforms and ad campaigns.

- role evolved from individual designer to design lead to creative team lead
- emphasis serving highly regulated, top-10 pharmaceutical industry clientele
- heavily involved in business development pitch preparation and delivery
- mentored and managed direct reports and interns within the creative team

2c design | **Designer** | 2004–06
Designer for boutique design and branding studio, working on print, multimedia, interactive and environmental design projects.

- design of logos, marketing collateral, advertisements, Flash animation, environmental signage and print media
- design, development and maintenance of client websites

ROI Advertising | **Designer** | 2002–04
Designer for small Internet marketing and web design firm, servicing a variety of small businesses and organizations in all aspects of internet services.

- design of logos, collateral and animation; front-end development of client websites

Freelance Designer | 2000–02
Independent designer primarily focused on website and identity design projects.

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Profile

Jason has twenty years' experience in the design industry, developing creative solutions in digital, branding and print.

His project work spans UX and web design, front-end development, print design and production, logo design and branding, animation, environmental design and creative writing.

He has led teams of creatives serving both fortune 500 companies and regional boutique clients. He is a seasoned designer, creative director, manager, communicator and whiteboard sketch artist, with an aptitude for improvisation.

Education

B.A., Art/Marketing | 2000
Emphasis in graphic design
Abilene Christian University

National Merit Scholar
Eagle Scout

Teaching and Speaking

Texas A&M Commerce | 2020
Adjunct Professor, Introduction to UX Design

Brass Tacks Collective | 2017-18
Workshop Instructor:
• UX/UI Demystified
• UX/UI Best Practices & Workflows
• Building a Brand Voice
• Sketch 102
• Prototypes & Presentations

SharePoint TechFest | 2017
Conference speaker

SMU | 2016
Instructor, Photoshop basics class

Proficiencies

Adobe Photoshop, XD, Illustrator, InDesign, Sketch, InVision, MS Office and Google Suite

Presentations, communication, creative direction, mentoring, team leadership