



JACOB W. BARROW: SR. USER EXPERIENCE DESIGNER

Summary of Qualifications

Over 10 years of professional software design experience with significant experience in agile methodologies (Scrum), business operations software design, iterative development life-cycles, interaction design, rapid prototyping (static and interactive), information architecture, user research and in reducing friction between people, products and services.

Technical Skills

Prototyping	
	Skills: Rapid prototyping Tools: HTML5, CSS, JavaScript, JSON, PHP, Bootstrap, AxureRP, CodeKit
Interaction Design	
	Skills: Wireframing, High-fidelity mockups, Design specing Tools: Illustrator, Omnigraffle, Balsamiq
Information Architecture	
	Skills: Affinity diagramming, Mental modeling, Content inventory mapping... Tools: Omnigraffle, MS Excel
Agile + UCD	
	Skills: Scrum, Lean, Story mapping, Backlog grooming, Team dynamics, Iterative planning Tools: Jira, TFS
User Research	
	Skills: Personas, Interviewing, Usability testing Tools: Qualtrics, WalkMe, OptimalSort, Invision
Visual Design	
	Skills: Style guides, Iconography, Typography, Layout, Grids, Color... Tools: Illustrator, Photoshop

Professional Experience

Willis Towers Watson - Exchange Solutions, Sr. User Experience Designer **3/2013 – Present**
Call center CRM (WPF), workforce/task management (web), medicare.oneexchange.com (web) and other internal tools

- Worked closely with Product Owners, Product Managers, business stakeholders, and end-users to clearly define product initiatives in terms of problem statements, business objectives, and end-user needs.
- Produced static and interactive prototypes (HTML) and conducted on-site and remote usability testing and heuristic evaluation of new and existing designs for project initiatives.
- Concurrently supported 2-4 local and remote Scrum development teams with design wireframes, design specs, acceptance criteria, user research and front-end pair-programming.
- Conducted design exploration and planning activities including design studios, user story mapping and customer journey mapping with development teams, end-users, and stakeholders to encourage a culture of design thinking and product innovation.

Tomax Corp., User Experience Design Lead **8/2012 – 1/2013**
Retail inventory management (iOS), fleet vehicle management (iOS) and retail operations management (web)

- Worked with product managers, analysts and project managers to define UX strategy, product roadmap and agile development best practices. Introduced product teams to the concepts of personas and user research for user-centered design.
- Created wireframes, hi-fidelity interactive prototypes and other design communication deliverables for implementation by developers.

LDS Church, Interaction Designer (Contract - Software Technology Group)

8/2010 – 8/2012

Intellectual property management and content moderation web applications

- Worked with customers, business analysts, QA engineers and developers to design and build internal web applications on an agile (Scrum) development team.
- Gathered business requirements from product owners, end-users and stakeholders to write user stories and maintain a backlog of design.
- Created wireframes, static prototypes, HTML prototypes and other design communication deliverables for implementation by developers. Presented designs for stakeholder and end-user acceptance.
- Facilitated communication between developers, analysts, stakeholders and end-users.

GravyWeb, Interaction Designer/Front-end Developer

5/2009 – Present

Marketing and lead generation websites for small businesses

- Consulted with small business owners to determine online business strategy, estimate costs and create roadmaps for website design and development projects.
- Developed websites from start to finish including front-end HTML, CSS, JavaScript (jQuery), and Adobe Business Catalyst back-end integration.
- Trained administrators/product owners on maintenance and content management while providing ongoing user support, bug fixes and usability enhancements.

U.S. Forest Service, Application Interface Designer (Contract - Tetra Tech EC, Inc.)

4/2007 – 8/2010

GIS web applications and print marketing posters

- Introduced a waterfall development team to the design process and the role of UX/Interaction design.
- Consulted with forest planners and managers to gather requirements and define their product strategy.
- Developed front-end graphic user interfaces using HTML, CSS and JavaScript (jQuery).
- Facilitated communication between project managers, developers and stakeholders.
- Provided branding and marketing design for print and web communications.

Education, Service and Training

Bachelor of Fine Arts with emphasis in Graphic Design

2006 Utah State University

Switzerland study abroad

2005 Utah State University Design Dept.

Volunteer missionary

1999-2001 Bangkok, Thailand

Certifications and Training

- Certified ScrumMaster (CSM), Scrum Alliance – since October 2011
- Construx Scrum Bootcamp (3-day course) – December 2015
- Application Design, Usability and User-Experience Training,
 - Nielsen/Norman Group Usability Week – June 2008, June 2010, August 2014
 - An Event Apart – May 2009
 - Front Utah – 2015, 2016