

JASON OGLE | UX DESIGN LEADER

MY MISSION:

To lead a design team/initiative building incredibly impactful digital products people talk about.

WHERE I'VE WORKED & WHAT I'VE DONE:

SENIOR UX DESIGNER @ NATIONAL CINEMEDIA (8/13 – PRESENT)

Innovator, designer, and stakeholder for our digital Movie Release Calendar: A device-agnostic web application for custom, on-the-fly, shareable movie release results which empower account directors to confidently sell targeted, future movie slates in the field while positioning NCM as a forward-thinking media company and industry expert in data/positioning. Design system creation for screening invite campaigns and accelerated asset handoff cutting production time by 90%. UX & design strategy/execution for Shazam mobile app integration in movie theaters across America increasing advertiser ROI and company revenues. Responsible for defining user flows and creating intuitive wireframes and high-fidelity prototypes for interactive games, websites and digital products that increase lead generation. Live/moderated (& unmoderated) UX research for one of our most important arcade assets. Usability report composition for stakeholder buy-in. Leadership and creative direction for team projects. Resident specialty coffee roaster/evangelist.

FOUNDER, HOST & PRODUCER @ USER DEFENDERS, LLC: (11/15 – PRESENT)

User Defenders: Podcast is an industry leading/celebrated UX podcast consistently in the top 3 iTunes search results for UX and UX Design. I created this love-brand from nothing and brought together a thriving community of thousands of passionate UX'ers entirely from scratch. I'm also proud to say that since its inception in 2015, growth has been entirely organic as I've yet to pay for one ad. At the time of this writing, the show is garnering 30,000 downloads/mo (and counting) and has attracted industry legends Seth Godin, Nir Eyal, Jeffrey Zeldman, Laura Klein, Alan Cooper and Denise Jacobs as guests. I've been invited twice to record a live episode from the stage of my favorite design conference An Event Apart (founded by Jeffrey Zeldman + Eric Meyer), and have had industry heavyweights like Adobe, InVision and UserTesting.com believe enough in what I'm doing to even exclusively sponsor entire seasons of the show.

LEAD DIGITAL DESIGNER @ NON-PROFIT ORGANIZATION (8/12 – 8/13)

Managed a team of user experience designers from creative direction, design strategy, all the way through day-to-day task assignment & project management. User experience & user-centered design champion fighting for the user while balancing business needs. Internal brand guru responsible for assuring brand standards adherence within creative deliverables. Prototyped various design scenarios using HTML5 and CSS3 to prove concepts to dev team.

- Creation of family-friendly movie app ratings system that dramatically increased engagement and reduced abandon rate
- Catalyst for incorporating responsive web design and heightened mobile awareness into our design/dev process

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- Led the creation of the ministry-wide online component and design standards library
- Organized a monthly meeting of ministry-wide creatives for standards/process communication and peer-review/inspiration

SENIOR UI/VISUAL DESIGNER @ REALTYTRAC (11/10 – 6/12)

Lead user interface/visual designer responsible for all interactive products from discovery and concept to final look and feel. Information architecture and user flow advisor on our large-scale data analysis product. Branding and quality standards champion fighting for consistency and raising the bar of creative output. Conducted user testing and refined creative based on qualitative data.

- Refreshed and modernized the brand identity while increasing conversion and other revenue-driving metrics
- Data analysis product refresh doubled in revenue in first month
- Designed agent lead form that increased leads 178% within three days
- New Free Trial design saw a 10-12% lift in conversions and 100+% in instant subscribers
- New My Account design achieved a 22% lift (\$12K/mo) in reactivations
- Refreshed email template and generated 16K in revenue on first mailing. It also achieved the highest number of conversions ever (11% as opposed to the usual 1%)

LEAD CREATIVE DEVELOPER @ MYSPACE (9/07 – 8/09)

Responsibilities: Lead creative designer and developer of international and domestic brand communities for large advertisers. Member of product idea think tank with founder Tom Anderson and other management executives. Lead beta-tester in the creation and functionality of standard development tools.

- Designed and developed the MySpace marketing community for the Wolverine:Origins film using a CMS system that geo-targeted and localized content for five different countries
- Designed and developed MySpace marketing community for the country of India (IndiHub), which resulted in an exponential increase of MySpace India's user base
- Developed marketing strategy for annual 20th Century Fox films slate, including the concept of MySpace Mail

INTERACTIVE DESIGNER @ ATOMIC CURVE (7/05 – 3/07)

LEAD PREPRESS SPECIALIST @ DIGITAL QUICKCOLOR (8/03 – 7/05)

INTERACTIVE ART DIRECTOR @ O'LEARY & PARTNERS (12/99 – 3/01)

WHERE I'VE STUDIED:

California State University Fullerton – User Experience & Usability Certification

Learning Tree University – Graphic Design/Visual Communications Certification