

Kevin Jackson

Senior Product Designer

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SUMMARY

- UX / UI / Product Designer with 12 years of experience leading 0-1, human-centered, collaborative product design efforts in high-profile, human-centered SaaS applications and mobile apps
- 10 years of experience in consumer, B2B / client, and federal government health tech and finance / fintech products. Skilled in translating insights from user research into compelling design strategies and artifacts, once leading a redesign of an investment onboarding process that resulted in a 387% increase in completion and a 48% decrease in completion time.
- Specialty in digital accessibility with conformance to WCAG standards and Section 508 guidelines.

WORK EXPERIENCE

HealthEquity, Inc.

Senior UX Designer (Jun 2017 - Apr 2026)

- Led a cross-team, collaborative research and design effort into a consumer investment onboarding process resulting in a 387% increase in completion rate and a 48% decrease in completion time
- Led a full redesign of the company's main account and payment management mobile app, resulting in an Apple App Store rating increase from 1.7 to 4.8 stars
- Managed design projects across consumer, client, internal support, and federal government spaces including creation and maintenance of design systems and component libraries for design and development team alignment, with close collaboration with development teams to ensure mobile responsiveness and accessibility
- Applied AI-supported design generation for rapid design divergence and solution testing
- Led company accessibility conformance efforts, including education and training, conducting reviews and audits, writing documentation and guidelines for designers and developers, and authoring standard Accessibility Conformance Reports (ACRs)
- Led organization training and education sessions in UX thinking, design, accessibility, and more
- Provided training and mentoring to junior designers and interns

AVASIS

UX / UI Designer (Jan 2017 - May 2017)

- Led workshops and discovery sessions with stakeholders and user groups to gather research and feedback, develop feature requirements and user personas, and build information architecture, wireframes, and full-resolution mockups for a large-scale, SaaS construction management platform
- Developed branding, style guides and design systems, including component libraries for Sketch
- Created end-user tutorial videos from user research and script writing to screen recording, editing and motion graphics

TECHeGO

UX / UI Designer (May 2016 - Sep 2017)

- Led discovery sessions with stakeholders, conducted user interviews, designed wireframes and high-resolution mockups, and created prototypes for data integration applications and e-commerce sites for marketing services
- Developed branding, style guides, and design systems for marketing, design, and developer team alignment
- Designed and developed graphics, illustrations, print material and web content for marketing and sales

ContentWatch

Lead UX & Web Designer (Apr 2012 - Mar 2016)

- Designed and developed wireframes, mockups, and production code for mobile-responsive websites and interactive content, generating sales from tens of thousands of monthly visitors
- Conducted user behavior research including variant testing to improve site performance
- Designed and developed marketing, training, and educational material for trade shows, magazine advertisements, and online banner ads
- Wrote and produced educational and promotional videos and interactive training materials

EDUCATION

University of Utah

BA, Mass Communication

Emphasis: Communication Technology

SKILLS

UX

UX and UI design, design systems, user research, design thinking, personas, journey mapping, storyboarding and storytelling, content strategy, AI-assisted design, responsive design, interaction design, mobile app design, information architecture, stakeholder collaboration, usability and user testing

Accessibility

WCAG and Section 508 guidelines, auditing and evaluations, education and training, developer collaboration for remediation, ACR and VPAT authoring

Tools

Figma, Sketch, Adobe CC (Photoshop, Illustrator, XD, more), Miro, Framer, Maze, aXe DevTools, WAVE, HTML, CSS