

# Jared Johnson

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## UX Designer

With 10 years of experience in user experience + product design, I offer expertise in delivering digital products & services across many industries, including healthcare, finance, supply chain, and agriculture-focused organizations.

## WORK EXPERIENCE

### Experience Design Consultant

**Solution Design Group • Golden Valley, MN, USA**

**10/2019 – Present**

- Transformed business operations within 3 months by providing expert consulting that integrated advanced technology solutions, ultimately driving efficiency and growth for clients.
- Collaborated with engineering and product management to successfully deploy over 300 visual elements across five application teams, resulting in a 20% increase in our business partners' ability to leverage predictive labor analytics and significantly reduce production costs.
- Lead teams as a cross-functional capability that supports multiple geographical regions, service offerings, and product teams to eliminate redundancies and scale technology solutions with effective design operations.

### Adjunct Faculty • Teaching

**University of Minnesota | College of Design • St. Paul, MN, USA**

**01/2025 – Present**

- Hired to support current tenured staff & grow the UX program at the University of Minnesota within the College of Design & Innovation
- Invited as an alternate perspective into the classroom for non-profit & for-profit organization experience, private & public sector background, and start-up & corporate enterprise expertise for broad industry insights
- Currently charged with four credits with plans to continue beyond 2025 as we grow the user experience program & collaborate with product, industrial design, and medical technology students & faculty

## **Lead Experience Design Consultant**

**NMDP | Be The Match • Minneapolis, MN, USA**

**09/2018 – 09/2019**

- Conducted user research focus groups, business stakeholder + external user interviews, and usability testing to accommodate business requirements and user needs.
- Visually captured user flow expectations with varying levels of artifact fidelity, including service blueprints, user flow diagrams, wireframing, and prototyping.

## **Graphic & Interactive Designer**

**brightpeak financial | Thrivent • Minneapolis, MN, USA**

**10/2015 – 09/2018**

- Created responsive, user-driven web & mobile experiences. Also drove visual corporate brand standards across many marketing channels and service offerings.
- Promoted strategic prioritization for high-impact, client-focused marketing materials including but not limited to paid search, social content, blog articles, and partner networks.

## **Co-Founder & Designer**

**MJ Design Studio • Eagan, MN, USA**

**07/2014 – 10/2016**

- Co-operated an independent design studio committed to helping local community & business partners with digital design services. Supported small businesses and non-profit organizations with branding, marketing, and social media pieces all designed with efficiency & effectiveness in meeting specific, targeted audiences.
- Prioritized reduced rates for non-profit organizations on all design services. Met the need for well-designed marketing materials and brand services to dramatically impact the success of an organization's mission.

## **EDUCATION**

### **Certification in User Experience with Specialty Recognition in UX Management**

Nielsen Norman Group | NN/g

01/2022 – 01/2024

### **Certification in UX Strategy Fundamentals**

Udemy

07/2022 – 08/2022

### **Certification in Methods of Design Synthesis: Research to Product Innovation**

Udemy

01/2022 – 02/2022

### **Bachelor of Fine Arts in Multimedia Design**

University of Wisconsin–Stout

01/2007 – 12/2011

Skills: Interaction Design · Design Strategy · User Experience (UX) · User-centered Design

## **CERTIFICATIONS**

### **Methods of Design Synthesis: Research to Product Innovation**

Udemy

02/2024 – Present

<b>UX Certificate</b> Nielsen Norman Group	01/2023 – Present
<b>UX Strategy Fundamentals</b> Udemy	04/2022 – Present
<b>Child Foster Care</b> Dakota County	08/2019 – 10/2022
<b>Adult First Aid/CPR/AED</b> American Red Cross	02/2016 – 02/2018
<b>CPR</b> National Safety Council	09/2015 – 09/2017
<b>First Aid and AED</b> National Safety Council	09/2014 – 09/2016

## VOLUNTEERING & LEADERSHIP

<b>Minnesota Department of Human Services</b> Foster Care	01/2019 – 01/2023
<b>Junior Achievement North</b> Corporate Council Member and Volunteer	05/2017 – 08/2018
<b>Tough Mudder</b> ESPN's X-Event Judge	07/2017 – 08/2017
<b>Be The Match</b> Member Engagement Strategist & Consultant via Leadership Twin Cities Program	09/2016 – 06/2017

## SKILLS

Agile Methodologies, Branding & Identity, Consumer Insight, Corporate Branding, Creative Direction, Designer, Design Ops, Design Strategy, Digital Designs, Experience Design, Front-End Development, Interaction Design, Leadership, Mobile Technology, Product Design, Strategic Design, User-centered Design, User Experience (UX), User Interface Design, Visual Design, Wireframing