

Kevin Jackson

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SUMMARY

Accomplished Senior UX / Product Designer with over 10 years of experience leading impactful SaaS design initiatives across consumer, B2B, and government sectors. Proven ability to drive significant improvements, including a 387% increase in completion rates and a mobile app rating jump from 1.7 to 4.8 stars. Expertise in design systems, accessibility conformance (WCAG / Section 508), and user research. Adept at collaborating with development teams to deliver user-centered, accessible, and highly-rated digital products.

WORK EXPERIENCE

Senior UX Designer, HealthEquity, Inc., Draper, UT

06/2017 – 04/2026

- Spearheaded a cross-team, collaborative research and design initiative for a consumer investment onboarding process, resulting in a 387% increase in completion rate and a 48% decrease in completion time
- Led a complete redesign of the company's primary account and payment management mobile application, elevating its Apple App Store rating from 1.7 to 4.8 stars
- Directed design projects spanning consumer, client, internal support, and federal government sectors, encompassing the creation and maintenance of design systems and component libraries to ensure alignment between design and development teams, with close collaboration with development teams for mobile responsiveness and accessibility
- Leveraged AI-supported design generation for accelerated design exploration and solution validation
- Championed the company's accessibility conformance efforts, including conducting educational and training sessions, performing reviews and audits, authoring documentation and guidelines for designers and developers, and preparing standard Accessibility Conformance Reports (ACRs)
- Facilitated organizational training and education sessions on UX principles, design methodologies, accessibility standards, and more
- Mentored and guided junior designers and interns

UX / UI Designer, AVASIS, Salt Lake City, UT

01/2017 – 05/2017

- Executed end-to-end design responsibilities within a dynamic startup environment for a large-scale, SaaS construction management platform, including conducting workshops and discovery sessions with stakeholders and user groups, defining feature requirements and user personas, and developing information architecture, wireframes, prototypes for usability testing, and full-resolution mockups
- Established style guides and design systems to ensure brand consistency and design coherence, including the development of component libraries for Sketch
- Produced end-user tutorial videos, managing all aspects from scriptwriting and screen recording to editing and motion graphics

UX / UI Designer, TEChGO, South Jordan, UT

05/2016 – 09/2016

- Managed comprehensive design work, including facilitating discovery sessions with stakeholders and user interviews, creating wireframes, high-resolution mockups, and prototypes for data integration applications and e-commerce sites for marketing services
- Developed branding guidelines, style guides, and design systems to align marketing, design, and development teams
- Designed and produced graphics, illustrations, print materials, and web content for marketing and sales initiatives

Lead UX & Web Designer, ContentWatch, Midvale, UT

04/2012 – 03/2016

- Created mockups and production code for mobile-responsive websites and interactive content, driving sales from tens of thousands of monthly visitors
- Investigated user behavior through variant testing to optimize site performance
- Created marketing, training, and educational materials for trade shows, magazine advertisements, and online banner ads
- Authored and produced educational and promotional videos and interactive training materials

EDUCATION

BA, Mass Communication

University of Utah, Salt Lake City, UT

Emphasis: Communication Technology

SKILLS

UX design: UX strategy, cross-functional leadership, collaboration, information architecture, design systems, UX writing, user research and usability testing, AI-assisted design, responsive design, mobile app design

UI design: wireframes, rapid prototyping, engineering-ready design

Accessibility: WCAG and Section 508 guidelines, auditing and evaluations, education and training

Tools: Figma, Sketch, Adobe CC

Development: HTML / CSS / JS