Jonathan Graham

Multidisciplinary designer passionate about solving complex user problems in an intuitive, accessible, and data-driven way.

Experience

BigSpring • Principal product designer • 07/20 – 07/23 (3 years)
- Led design strategy, vision, and problem solving in close collaboration with product and dev.
- Collaborated across disciplines to guide and establish repeatable best practices, principles, standards, and processes.
- Responsive to competing and varying priorities in a quick-paced agile environment.
- Created Kinetic, our custom design system, complete with style, component, and pattern libraries, and led its ongoing expansion, optimization, and maintenance.
- Created a comprehensive framework and strategy for managing localization.
- Holistically redesigned the experience from the ground up to be a consistent, cohesive, accessible, scalable, and performant product on the web and on both iOS and Android apps.
- Ran usability and A/B tests to surface insights that helped guide direction for solving both user and business problems.

Expedia • Principal UX designer • 11/11 - 05/20 (8 years 7 months)
- Effectively onboarded, led, and mentored both the cruise and flights UX design teams in best practices, processes, collaborating across disciplines and work-streams, and by developing a standardized and repeatable framework for project documentation.
- Led the design direction and created solutions for many projects for the cruise product, most notably, the holistic vision for the omni-channel cruise discovery and booking experience, and the redesign of search results and sort & filter.
- Led the design direction and created solutions for a multitude of projects for the flights product, most notably, the scalable solution for localized legalese and price formatting, flexible dates feature, the redesign of the loading sequence, and the redesign of search results and sort & filter.
- Designed and developed a responsive and modular email framework that was quickly adopted and standardized by brand, social, and merchandising teams.
- Designed and standardized templates and guidelines for promotional merchandising pages and IAB static ad suites.

Newegg • Lead web designer & developer • 06/07 – 11/11 (3 years 7 months)
- Led and mentored the domestic design team.
- Developed templates and defined guidlines for all promotional releases, which included emails, product pages, and both IAB static and Flash ad suites. Created 100's of custom emails, product pages, and ad suites.
- Designed and proofed pieces for magazines, newspapers, mailers, brochures, and box-inserts.
- Led explorations for a vision of a web experience focused on mobile products.
- Reinvisioned the brand identity.

Microsoft • Web developer • 11/06 – 01/07 (3 months)
- Monitored daily site statistics with a focus on highlighting software and hardware purchase trends.
- Updated and pushed the strategic daily product placements.
- Developed templates and performed cross-browser testing for product pages, modules, and components across the marketplace.

Crystal Cathedral • Web designer & developer • 05/06 – 11/06 (7 months)
- Performed daily updates and bug fixes across the primary and subsidiary sites.
- Created templates for the women's ministry, house of power, and crystal cathedral.
- Created an interactive Flash site for the kid's ministry.

Freelance • Multidisciplinary designer • 08/00 – Present (23+ years)
My work over the years has covered everything from creative consulting, UX and product design, visual design, motion graphics, responsive web development, print, and more.

Proficiencies

- Design thinking & strategy
- Problem solving
- Human-centered design (P/CX/UX)
- Visual design (UI/G)
- Design systems
- Interaction & motion design
- Responsive design
- Accessibility
- Prototyping
- Research and testing (qual/quant)
- HTML & CSS (hand-code)

Toolbox

Figma, Sketch, Adobe CC suite, Procreate, Principle, InVision, Sublime, pencil + paper.

Education

Westwood College
Bachelor's in Visual Communication
May 2006 • Anaheim, CA

Accolades

Horizon equity award
Expedia Group • 2018 & 2019

Gold star bonus award
Expedia Group • 2018

Connect

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