JASE**FLOW**

FULL STACK DESIGNER

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THE TOOLKIT

Figma   Vim   Firefox
(This week)

LIFE SKILLS

- Storytelling
- Communication
- Mentoring

DESIGN SKILLS

- Pen and paper
- Figma
- Design exercise faciliation
- Content strategy

TECHNICAL SKILLS

- HTML
- CSS
- Javascript
- React
- Vue
- GraphQL
- NodeJS
- Vim (weird flex)

About me

My name is Jason Corbett. I am a Brisbane based designer with 10 years of experience working on some Australia's biggest brands.

I thrive on being involved in all stages of the design process from research to rapid prototyping, to facilitating user testing and most importantly making sure the end user always gets the intended experience.

Experience

LGIAsuper
UX Developer (Nov 2020 - Jan 2021)

I was contracted to LGIAsuper for three months to lead the design of the new Retirement Calculator. The development and financial modelling of the calculator was handled by a third party financial company. This made for an interesting task of making sure LGIAsuper was satifised with the look and feel of the calculator while also making sure I was working within the parameters set by the financial company.

Highlights

- Designed a mobile first calculator that asks members for their current financial situation (majority pre-filled), their required income in retirement and their future financial goals then calculates the age they will be able to retire with the income they chose.

- Created a design library for the calculator in Figma

- Presented high fidelity mocks using the design library to get sign off from leaders at LGIAsuper

- Created and hosted a fully functional React prototype to explore the design and do early user testing around the office

- Designed for larger screens in the browser and then presented individually with stakeholders

- Wrote a user test plan for Account Managers to use when running moderated user testing on members. Iterated design off the back off user feedback.

- Worked closely with compliance and copywriters for sign off

Expedia

Senior UX Designer (2016 - Mar 2020)

Initially I was tasked with undoing the duplication penalties Google had applied to the templated brand langing pages.

I then moved on to the destination content space where I worked with external content providers and SEO experts to create engaging and inspiring Destination Travel Guides .

Highlights

- Lead the design for the Expedia travel guide pages. These landing pages are built at scale, providing informative content on cities and neighborhoods all around the world.

- Faciliate UX workshops, specifically "Design Studios", with multiple teams and projects.

- Hypothesise and design UI tests with a focus on improving customer engagement metrics.

- These tests resulted in an 8% improvement to conversion from our landing pages and a 15% increase to the number of visitors entering the shopping path.

- Maintained and contributed new features to Expedia's design system. My contributions were design changes as well as the technical implementation.

- Increased overall SEO traffic to our landing pages by 25% over a 12 month period. This was achieved by designing a network of hub and spoke landing pages that maintained a balance of engaging content for the users and rich crawlable content for Google.

- Run CSS workshops to help up-skill backend developers and less technical designers.

- Create and maintain a NodeJS/React prototyping app to which was used to perform user testing on real customers in the lab. This app was also used for design showcases, a live visual reference for engineers and as a tool for sharing concepts with stakeholders.

- Work closely with backend developers to design microservices and help improve APIs for the frontend.

Wotif

UX Designer (2014 - 2016)

Wotif was my first job working for a company that operated at a larger scale. It was here I was first introduced to concepts like scrums and agile workflows.

Highlights

- Created and maintained the first pattern library for Wotif called Motif.

- Lead the design for the extremely succesful Wotif Packages line of business with a modern responsive UI.

- Lead the effort to migrate from Mobile Web to Responsive Web.

- Present designs weekly to the CEO

Digicon

Web Designer (2010 - Mar 2014)

As a designer / front end developer at Digicon I was involved in the entire development process, from client meetings during the research stage, designing mockups in Photoshop and then integrating into the Sitecore CMS.