Russell Jack

Product and UX Design

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Skills & Jargon

Product Discovery

Personas

Contextual Inquiry

User Journey Mapping

Ideation

Whiteboarding

Wireframing

Prototyping

Problem Validation Testing

Design Systems

Usability Testing

Interaction Design

Quantitative Research

Me IRL

In my free time I enjoy:

Making Music

Lifting Weights

Hiking Trails

Drinking a Craft Beer

Work Experience

UX Team Lead
Via Customers   November 2021 - Present

Mobile Marketing: SMS + Push. Directed efforts across a team on a suite of products: Campaigns, Automations, 2-way texting, customer segmentation, reporting, Mobile app builder, Friendly Shipping Insurance

UX Team Lead
Solutionreach | SR Health   March 2017 - November 2021

Healthcare messaging platform. Built a UX team and process to work with PMs, engineers, and stakeholders. Identified and built product solutions across multiple platforms - including Message Manager, SMS Conversations, Schedule Management, Patient Profiles, Telehealth, Form Management, Reporting, and Enterprise Platform Configuration.

UX Team Lead
MasteryConnect   July 2014 - September 2016

Ed-tech startup tracking student mastery of Common Core standards. Built a UX team and process to work with PMs, engineers, and stakeholders. Managed several features across several product lines, including MasteryTracker, Socrative, Mindful video platform, Student Grading Tools, Assessment Authoring tools, and Reporting.

Sr. UX Designer, Team Lead
Software Technology Group   May 2011 - October 2013

• Nu Skin - UX design for internal projects. Wireframing, hi-fi mocks, HTML/CSS.
• OC Tanner - Milestones product. Front end code and UX design.
• McCann - Interaction design and FED on several projects for Verizon.

UX Designer, Front End Dev
Crexendo/StoresOnline   September 2009 - May 2011

Ecommerce product. Used Photoshop and StoresOnline CMS to build sites for B2C and B2B clients. Heavy emphasis on design for conversion rate.

Web Designer, Front End Dev
EZ Site Group   March 2007 - August 2009

Marketing and Ecommerce website agency. I did all the design and front end code.

Additional Gigs

Sr. UX Designer
Owlet   Nov 2016 - March 2017

Connected Care - data product providing health insights. Led product discovery process with PM - user interviews and rapid concept iteration.

Sr. UX Designer
Ghostery   Sept 2016 - Nov 2016

Active Monitoring - complete product design cycle: discovery, whiteboard, wireframes, Sketch mocks, InVision proto, client testing, iteration, final delivery.
MCM - complete UI overhaul to improve usability.

Sr. UX Designer, FED
Nu Skin   October 2013 - July 2014

UX design and front end code for marketing and ecommerce sites. UX enhancement to various mini-apps throughout the site.

Education

Bachelor of Music, Media Music
Brigham Young University, graduated April 2006