JASON HANLON

PRODUCT DESIGNER, SENIOR UX DESIGNER, DESIGN MANAGER, CREATIVE DIRECTOR

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ABOUT

With over 25 years in UX, UI, and digital product design and leadership, I've navigated the evolution of user-centered design from the early internet to today's tech landscape. Adapting skills to changing trends, I prioritize a business-focused, customer-centric, empathetic-driven approach to create simple interfaces for users utilizing creative solutions and collaborating with globally-dispersed diverse teams.

SKILLS

- **User Experience Design** – Facilitate positive user-product interactions.
- **Usability Testing** – Analyze user interactions, identify areas for improvement.
- **Usability Research** – Research audience behaviors, needs, and pain points.
- **Design Management** – Leadership with people and task-management skills.
- **Design Leadership** – Vision, strategy, talent development, collaboration.
- **Design Libraries and Systems** – Component creation and documentation.
- **Data Visualization** – Visually simplifying complex data for easy consumption.
- **Responsive Design** – Optimize designs for all screens, including mobile.
- **Adobe Creative Suite** – using Photoshop, Illustrator, Dreamweaver, Premiere.
- **Wireframes** – using FigJam, Balsamiq, Axure.
- **Figma** – Design concepts, clickable prototypes, components, templates.
- **HTML and CSS** – Skilled in HTML and CSS, including CSS pre-processors.
- **Search Engine Optimization** – Semantic HTML, ADA-compliant accessibility.
- **Artificial Intelligence** – ChatGPT, DALL-E3 for images, Runway for videos.
- **SAAS** – Team collaboration, align designs with customer needs and goals.
- **eCommerce** – Interface design, navigation, online stores, forms, feedback.

EXPERIENCE

CoStar Group, Boston, MA • UX Manager • Real Estate Industry

(08/2021) - (11/2023)

- As the lead designer and manager in a small team for CoStar Lender, I guided the entire design process for CoStar's real estate risk assessment software.
- Revamped the onboarding experience for new Lender users through a redesign of the administrative portal and streamlined data importation, resulting in a 32% increase in new-user adoption.
- Generated user journeys, wireframes, and high-fidelity, component-driven Figma prototypes, enhancing user experiences and increasing adoption and traffic from all internet-connected devices.
- Created customized components, documentation, and served as the go-to for our Figma-based design system, streamlining concept creation and ensuring consistency for our globally-distributed design and development teams.
- Facilitated cross-functional team collaboration, gathered user requirements and synthesized them into design solutions that increased user satisfaction.

SS&C, Boston, MA • Senior UX Designer • Financial Industry

(12/2018) - (08/2021)

- Lead UX designer for Project Aloha, SS&C's next-gen financial software for stock traders, bankers, portfolio managers, and Wall Street professionals.
- Discovered software interface gaps via user feedback, resulting in the addition of new features for improved reporting and key information access.
- Conducted thorough user research to create user personas, journeys, sketches, wireframes, and high-fidelity clickable prototypes in Figma.
- Reported directly to the Director of User Experience, collaborated with executives and connected with both onsite and remote teams via Jira to improve software creation, uphold consistent branding, align business goals and keep user needs at the forefront.
- Created custom components and documentation for our Figma-based design system, speeding up design concept creation and ensuring consistent workflows for design and development teams.

Homesite Insurance, Boston, MA • Creative Director • Insurance Industry

(11/2008) - (10/2018)

- Contributed to Homesite's growth from $250 million to $1.5 billion in under 8 years by enhancing user experience, improving white-label branding and championing pixel-perfect design consistency.
- Designed innovative insurance products using Adobe Suite, created targeted landing pages, simplified e-commerce interfaces, optimized user flows with Miro and modernized responsive marketing-based websites on top of a React stack, which increased web traffic by more than 40%.
- Hired and managed a team of 12 digital artists.
- Managed UX research, testing, prototyping, design and iteration.

Additional Experiences • Senior Web Designer/Manager • Various Industries

(09/1998) - (11/2008)

- As Online Communications Manager for an information-based software company, I increased customer sign-ups and engagement while reducing keyword spend. Achieved this by optimizing landing pages, refining keywords, and delivering customer information faster to sales teams through Salesforce.
- Lead web designer, designed and maintained marketing websites, product animations, and created 3D product renderings.
- Lead web designer for multiple Boston-based design agencies, crafted and designed websites and digital product demos for brands such as Newell-Rubbermaid, Goody Hair Care, Homedics, and Honeywell.

EDUCATION AND CERTIFICATIONS

Endicott College, Beverly, MA • Bachelor of Science, Visual Communications

Activities*: Student Government, Theater Club, Baseball Team*

Generative AI vs. Traditional AI (2023)
Design Thinking for UX Design Managers (2023)
Generative AI for Product Managers (2023)
UserZoom Advanced Certification (2022)