



## User Experience Designer & Information Architect

JP Collins is an accomplished User Experience (Ux) designer with extensive understanding and focus on Interactive Design (IxD), Information Architecture (IA) and Ux writing.

### Design and Communication Expertise

- Interaction Design
- Information Architecture
- Ux Writing
- Visual Design
- Concept Development
- Flow Charts
- Wire Frames
- Persona Development

### Leadership Skills

- Creative Collaboration
- Client Consultation
- Proposal Writing
- Art Direction

### Technology

#### Digital Design Tools:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Balsamiq
- Omni Graffiti
- Sketch
- Figma
- Lucid
- Wordpress

## Experience: User Experience Designer & Information Architect

Assessed, organized and implemented content and concepts into clear, visual descriptions in the form of wireframes, flowcharts, visual design and graphic treatments for interaction and digital experiences.

### Information Architect

#### **Rocket Central/Rocket Mortgage - Remote**

09/2021 - 04/2022

Responsible for supporting team members and product managers across channels with charts, maps and product development workshop facilitation.

- Developed work flows, experience maps, journey maps, and other charts for ideation, synthesis and affinity mapping.
- Led workshops for product development.
- Worked with product managers, design teams and researchers to identify and document changes for internal and customer facing products.

### Freelance Consultant – Content Marketing and Customer Experience

09/2018 - 03/2020

Providing consulting for online and IRL customer experience, content creation (copy, photography, video content) and creative direction to clients wishing to attract more customers through a variety of marketing platforms including their own marketing collateral and campaigns.

### Senior Experience Architect

#### **U.S. Bank - San Francisco, CA**

04/2017 - 11/2017

Responsible for developing interaction design through wireframes and workflows for a new cross-channel, customer-facing product.

### Senior Interaction Designer

#### **Charles Schwab - San Francisco, CA**

11/2015 - 11/2016

Responsible for supporting partners and business owners in multiple product channels through documentation deliverables including:

- Wireframes/Workflows
- Visual Design support for UI standards and documentation
- Worked with product owners, Ux team members and other stakeholders in designing, developing and improving new and existing products for schwab.com

### Senior User Experience Designer

#### **Wells Fargo, Wholesale Internet Services - San Francisco, CA**

09/2014 - 08/2015

Responsible for visualizing and implementing an experience for products and content screens on the Wells Fargo CEO (Commercial Electronic Office) portal. including:

- Interaction design
- Page Layout
- Wireframes
- Team project coordination

Worked with producers, content developers, product managers and other stakeholders in designing, developing and improving new and existing products for the Self Administration and UAM portions of the CEO portal.

### Assistant Director User Experience Designer

#### **Moody's Analytics - San Francisco, CA**

01/2012 - 03/2014

Responsible for visualizing and implementing experiences for products and content screens on moodys.com including:

- Interaction and Interactive Environments
- Page Layout
- Persona Development
- Data Visualization

Worked with product strategists, product managers and other stakeholders in designing, developing and improving new and existing products for moodys.com.

#### Senior Information Architect

##### **Walmart Global eCommerce (samsclub.com team)- Brisbane, CA**

03/2011 - 10/2011

- Developed flow charts, wire-flows and page-level wireframes for regular updates to walmart.com and samsclub.com.
- Worked directly with (internal) business owners and stakeholders to identify and document changes for upcoming releases.
- Served as consultant and advisor between agency vendors and Sam's Club leadership team for upcoming site redesign and new product releases (site improvements).
- Acted as Membership content product manager for two product releases for samsclub.com

#### **Experience: Self Employed Designer/Consultant**

##### **Pylon Studios - San Francisco, CA**

03/2001 - 09/2010

Designed, Produced and Executed client projects in the roll of: User Experience Designer, Information Architect, Graphic Designer, Project Manager and Consultant.

#### Designer/Project Lead

##### **Blue & Gold Fleet - San Francisco, CA** - web site and online ticketing system

Provided concept development, flow charts, wire frames and design comps to describe and document the web site structure and flow for Plone-based content management system. Additionally, provided interaction and interface design for online ticket sales system. Led team as project manager to coordinate site planning, graphic design, copy writing, and coding.

#### User Interface Designer

##### **Apple Inc. - Cupertino, CA – Internal project**

Part of contracting team directed by internal Apple project lead. Designed interface and look & feel of PHP, web-based booking and ordering tool for internal use. Conducted interviews as part of the research and testing. Worked with internal staff—the primary users of the system to streamline the workflow. Collaborated with project lead and contracting programmers and coders.

#### Information Architect/Project Lead

##### **Savantis Group web site - San Francisco, CA**

Provided site-wide architecture and page-level architecture as well as graphic design, and information design for Typo3-based content management-based web site. Led team as project manager to coordinate site planning, content design & development, SEO and coding.

#### Information Architect/Project Lead

##### **HarperOne - San Francisco, CA** Pass One On web site

Provided site-wide architecture and page-level architecture as well as graphic design, and information design for WordPress content management based web site. Coordinated with client and WordPress developer to manage the project.

#### Information Architect/Project Lead

##### **Valencia Green web site - San Francisco, CA**

Provided site-wide architecture and page-level architecture for Typo3-based content management web site. Led team as project manager to coordinate site planning, graphic design, content development, and coding.

#### **Experience: Presentation and Communication**

- Content developer and owner, jpcuxd blog.
- Past contributor to
  - Momentum Magazine,
  - Sustainable Life Media web site
  - Pylon Page monthly email newsletter
- Presented classes at the Small Business Administration Northern California regional office on the topics of:
  - Internet Marketing,
  - Email Marketing,
  - Artists using the Web for Their Digital Portfolio and
  - Starting a Consulting Business.

#### **Education**

San Francisco State University

B.A. in Art with emphasis in Conceptual Design and Painting Magna Cum Laude

Although the Conceptual Design department at San Francisco State University was part of the fine art program it provided a foundation in Information Design, User Experience and Interface Design through conceptual art practices combined with new technologies.

**Projects and exercises** included the practices of mapping, indexing, taxonomy, ontology, archiving and creating environments.