

Jeffrey Mark Jones

A UX professional, a champion of usability and human factors by way of generative and evaluative user research - including workshop facilitation, in-depth interviews, heuristic evaluations, contextual inquiries, diary studies, kano studies, surveys, feature prioritization and moderated user testing.

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EXPERIENCE

Consultant, Dallas, Tx — UX Researcher/Information Architect

JANUARY 2023 - PRESENT

Offered end-to-end UX research for clients in the Banking, Logistics, Oil & Gas, Airline and Non-profit sectors.

Created foundational research strategies then conducted qualitative research leading to strategic roadmaps and facilitated prototype tests.

projekt202, Dallas, Tx — Principal Experience Researcher

NOVEMBER 2017 - JANUARY 2023

Created strategic research plans and conducted generative research and validation studies for clients in the Financial, Healthcare, Logistics, Airline, and Telecom markets for B2C, B2B, and B2E projects.

Designed bespoke research deliverables including behavioral personas, journey/experience maps, product roadmaps, and opportunity prioritization toolkits.

Generated thousands of insights and opportunities that led to millions of dollars in savings and revenue.

Revolutionized cloud-based research activities and repositories allowing the research group to continue to work at full capacity, remotely during the pandemic.

Conducted kickoff, insights/findings, and opportunity prioritization workshops for C-suite stakeholders.

Devised and led a monthly research 'bootcamp' to onboard new sales, design, and developer employees.

Created quantitative/qualitative hybrid methods to match budget, scope, and time constraints.

Mentored junior and senior researchers in support of their careers growth and ongoing projects.

SKILLS

Generative Research
Evaluative Research
Qualitative Research
Quantitative Research
Business Roadmaps
Experience Mapping
Journey Mapping
In-Depth Interviews
Employee Experience
Persona Creation
Product Roadmapping
Interactive Prototyping
Remote Usability Testing
Stakeholder Interviews
Stakeholder Workshops
UX Prototyping
Usability Testing
Workshop Facilitation

SOFTWARE

Miro, Logic, Figma, Keynote, Qualtrics, all MS Office tools and other related applications used in the design and creation of web, application, and mobile UX

Consultant, Dallas, Tx — UX Researcher/Information Architect

APRIL 2013 - NOVEMBER 2017

Created end-to-end UX documents, designs, features and functions for Edanzgroup.com and subsidiaries.

Created patented architecture for their multi-lingual collaboration tools.

Developed requirements, functionality and UX for Frequent Guest Program, blog and promos for RoomKey.com.

Verizon, Irving, Tx — Usability Analyst

JULY 2011 - MARCH 2013

Instituted interactive prototyping within the UX group to identify and solve UI issues before development.

Developed remote usability testing methods using consumers saving \$100k+ in recruiting costs and incentives.

Maintained employee and consumer panels to get instant feedback about new features and functions.

Conducted Ethnographic studies for Verizon HMC Trial – Findings led to more cost-efficient installations.

Trained Marketing and CSSC managers to better sell the HMC platform.

Click Here, Dallas, Tx — Strategy/Information Architect

JULY 2010 - JUNE 2011

Developed formal and informal user testing strategies and IA deliverables for the company.

Created methods of prototyping within a CMS to be used for final production, saving hundreds of development hours.

Verizon, Irving, Tx — Usability Analyst/Information Architect

MAY 2003 - JUNE 2010

Assumed an additional role of usability moderator, saving the company \$100K+ a year.

Developed new user testing methods, including interactive prototypes to better capture usability issues.

Devised, planned and executed usability studies for a myriad of products, services and applications.

Conducted online studies and user trials using multiple survey methods.

Designed architecture and user experience for various Verizon product homepages and websites.

EDUCATION

The University of Texas at Arlington, Arlington, Tx — BA Communications – Advertising

1995 - 1997

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PORTFOLIO

Review articles, methods, use cases and deliverables at jeffreymarjones.com