

# JACKSON D. CARSON

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## EXPERIENCE

*Jackson is the man; generous, efficient, and really good at what he does. He came to Techstars to help us and two hours later had given us clarity on a significant, lingering design challenge.*

**Alex Kronman**  
CEO, Co-Founder at Flytedesk

*Jackson breathes life and excitement into the workplace. His skills in UX and his attitude toward perfection, usability, and fun make working with him an absolute pleasure. His passion and talent for design were not only an asset to MobileDay overall, but taught me, personally, so much about how UX/UI ought to be done. I would recommend Jackson as a user experience design leader to any team, anywhere, any time.*

**Stephanie Hauck**  
Sr. Software Developer at Oracle

*Jackson thinks equally hard about the end-user experience and the project's goals. He'll push back when he thinks the user experience will suffer, but always provides options. And he'll work energetically with you to solve them. The result of such a collaboration with Jackson is inevitably a success.*

**Matthew Lees**  
Sr. Principal PM at Oracle

### **Lead Mentor** 2015 – Present Techstars

I serve as Lead Mentor for companies at the Techstars startup accelerator in Boulder, Colorado. I provide guidance on user experience design and strategy as well as product direction and Lean UX approaches to product development.

### **UX/UI Creative Director** 2012 – Present MobileDay

Responsible for user experience design and strategy. I believe that user experience is a company's brand, so when I was tapped for the lead UX/UI role for MobileDay, I immediately embraced the entire experience life cycle from the first impression of a potential user on Facebook to installing the app and joining a conference call with one tap. One brand, one experience.

I employ UX strategy principles to help inform product direction, working closely with product management, marketing, and the agile scrum development team. I conduct user research and usability studies, while tracking usage data to measure the success of products and features designed. I also conduct company-wide design exercises to engage all stakeholders in the design process so that all parties can gain and maintain empathy with users and alignment with product and business goals.

### **Senior UX Designer, Product Owner** 2010 - 2012 Oracle, RightNow Technologies

Scoped, designed, prototyped and tested user interface mockups, interaction design flows, information architecture, and visual designs for new features in the RightNow Social platform. Collaborated with product management and application developers and conducted lightweight usability tests on our product.

As Certified Scrum Product Owner for our social application, I represented stakeholders and managed the product backlog for our agile development team. Oracle acquired RightNow Technologies in January of 2012.

*Jackson's grasp of design as the nexus of the aesthetic and communication provided a far-reaching and much needed facelift for our community web site. And his beautiful user experience design skills and insightful suggestions (including but not limited to our usability and consistency) continued to improve our members' experience. He contributed major concepts that were a vast leap forward for the Gaia Community.*

**Mila Jacob Stetser**  
Sr. Engineer at Yuzu

*I met Jackson during the first web boom and we've worked together on various projects since then. Jackson is one of the most creative designers around. Responsive, quick, a great listener, a technical expert and a veteran of every web fad that's come and gone. Jackson's clients get the very best combination of web and design counsel and wise business advice.*

**Liz Ryan**  
CEO at Human Workplace

## **Senior Web Art Director**

2007 - 2009

Gaiam

Elegantly migrated the UX/UI of Zaadz, an online social network acquisition, to form the new Gaia Community - without pissing off the existing membership. The challenge included brand development, a thorough user experience revamp, and improvements to increase member registration and retention. The migration was flawless, receiving applause from the community. Visits to the sign-up page increased 283% within 90 days, hitting ROI goals nine months early.

As web design team lead, I guided the creative work of junior designers and freelancers, and collaborated with developers to meet marketing, business and usability requirements. Directed the design of marketing and communication assets including brand identities, online and print ads, and emails. Developed custom media players featuring Gaiam's extensive online library of media assets.

Designed emails and landing pages that generated the biggest returns in Gaiam's history. Advanced the growth of our online business strategy and improved user retention and overall customer experience for over a dozen Gaiam web sites. Effectively promoted Gaiam as a cutting-edge online media company by designing, developing and maintaining interactive applications.

## **Founder, Interactive Creative Director**

1993 - 2007

Wavelength Media

Managed design teams, engineers and contractors in development of user-centered web applications and interactive programs. Designed application user interfaces, interactive media programs, 3D and 2D graphics and animation, user-friendly web interfaces, creative marcom and print campaigns, visual IDs and brands. Built virtual 3D architectural and medical models for use in documentary films and instructional videos. Designed UI elements for cross-platform applications such as CreekPath Suite and Emperative, and handicap-accessible interfaces for interactive museum kiosk installations and interactive media programs. Designed and hand-coded countless web sites in HTML and CSS.

Notable accounts: Activision, Gillette, Hearst, Penguin-Putnam, Salomon, Smithsonian, USWest, United Way

Consulted for large interactive marketing firms including Bronner Slosberg Humphrey, Strategic Interactive Group, Digitas, One to One Interactive. Notable accounts: AT&T, American Express, Disney, L.L.Bean, Fox, GlaxoSmithKline, Key Bank

*Working with Jackson at Specular was wonderful. While not widely credited, Jackson had a strong creative hand in the development of the time-based interface that made its debut in Infini-D, and is now so common in almost every motion-based software out there.*

**Matt Laurence**  
Sr. UX Designer at Akamai

## **Product Manager, UI Designer**

1991 - 1993

Specular International

Designed the massively disruptive "Timeline" animation interface that has become what Adobe calls an "industry standard". My interface spawned a usability revolution in animation software and production and was the first time-based (and event-based) animation interface. First adapted to After Effects, my interface can now be found in virtually every popular animation, 3D, and effects application.

Designed mockups for intuitive user interfaces during early development of Infini-D, awarded Best 3D Software for Macintosh by MacWorld Magazine.

Designed the intuitive user interface for award-winning 3D animation software, Specular LogoMotion. Managed development of LogoMotion from concept to release. Coordinated usability tests and managed QA and beta teams. Managed schedules for engineering and marketing departments during development. Coordinated marketing and press coverage for LogoMotion product launch.

Designed and produced 3D clip art models and animations. Produced 3D demonstration and promotional animations for the marketing department. Wrote and laid out product user manuals.

## **EDUCATION**

### **University of Massachusetts, Amherst**

BA, Computer Graphics and Multimedia

Designed my own major, combining undergraduate and graduate level coursework from CS, EEE, and other departments. Taught graduate level 3D animation for seven semesters. Managed and directed the CKC Animation Lab. Designed and wrote 3D modeling, rendering, and animation software.

### **Mount Wachusett Community College**

AD, Biology

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