

# JACKSON CARSON

I am a dynamic and experienced UX strategist and design leader, startup advisor, and devoted mentor with over 25 years of innovation, product, interaction, and brand development experience. I love to build and scale high performance, global, and interdisciplinary teams that drive growth and that have a direct product and business impact.

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## TESTIMONIALS

"Jackson Carson led a team at SnapEngage as Director of UI/UX. He is a strategic thinker who seeks to understand the 'why' behind any design decision. Jackson also has impressive range. From market research, to ideation, customer profile development, client interviews and UX/UI development, Jackson understands how product pieces connect and the importance of every milestone along the way. Finally, one of Jackson's greatest strengths is his ability to rally people in positive ways. He cares deeply about culture and I consider him to be one of SnapEngage's culture carriers."

*SOFIA ROSSATO — CEO AT SNAPENGAGE*

"Jackson mentored me and my co-founder at Techstars in Boulder. Thanks to his excellent eye for UX design combined with his capacity to switch context quickly, he helped us look at the big picture while taking care of the small details. Jackson was always ready to help in any capacity our company needed. From executing wireframes in a design workshop, to facilitating design sprints, to having conversations about team dynamics. Jackson helped me and my team think big and execute with excellence."

*RAUL SAN NARCISO — CPO AND COFOUNDER AT MONDAY, INC.*

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## EXPERIENCE

APR 2016 - MAR 2020 | **SNAPENGAGE**

### *UI/UX Director*

I built a culture of design at SnapEngage and took the lead on UX, UI, and all things creative. As the company expanded, I grew a small but high performing team of designers and interns and fostered their development to drive growth for the business.

- Design director and advisor to senior leadership. Instrumental in shifting the business from engineering focus to collaboration and user-centric product focus.
- Established and honed my "Burst" and "Microburst" design and rapid prototyping processes. Collaborated with other leadership, stakeholders, customers, and cross-functional teams to quickly design, test, validate, deliver, track, and iterate on innovative product concepts and solutions. Performed generative research, mapped user journeys, mental and interaction models, and facilitated remote and in-person design workshops and information architecture Exercises.
- Spearheaded and managed the development of a design system with engineering and design teams. Defined user stories and validated completed work in an Agile development environment. Introduced core design principles and championed 'Jobs To Be Done' across the business.
- Speaker at VOICE 2019. Lightning talk at UXStrat 2019. Design workshop at RAD Summit 2018. Speaker at ChatUp 2017. Panelist at BSW design sessions. Presenter at various meetups.

JUN 2015 - PRESENT | **TECHSTARS**

### *Lead UX Mentor*

I have mentored more companies than any other mentor at Techstars, in recent years, and was the first to bring UX mentorship to Techstars. I continue to prove the value of up-front design for startups.

- Provide ongoing guidance on user experience strategy, product direction, and lean UX approaches to Agile product development
- Facilitate design thinking workshops and coach interdisciplinary teams to use design methodologies in their businesses.

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UX and product design leader

## MORE TESTIMONIALS

"Jackson was a design fairy sent from heaven to help us wrangle our iOS app into shape for a very important product launch with Apple. He facilitated design sessions with our team, went deep, and brought a level of expertise, thoughtfulness, and strategic thinking that took us to level 11. Jackson is a great communicator and someone you just need to have on your side of the product design table."

PAUL ALLEN — CO-FOUNDER AT ORDERMARK

"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 PRODUCT MANAGER AT ORACLE

"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's grasp of design as the nexus of the aesthetic and communication provided a far-reaching and much needed facelift for our community website. 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."

MILA JACOB STETSER — SR. ENGINEER AT YUZU

## EXPERIENCE CONTINUED

MAR 2012 - JAN 2016 | **MOBILEDAY**

### UI/UX Director

I believe that user experience is synonymous with a company's brand, so when I was tapped to the lead design role at MobileDay, I immediately embraced the entire experience life cycle from the first impression of a prospect on social media to installing the app and joining a conference call with one tap. One brand, one experience. I was the third employee hired at MobileDay after the co-founders.

- Responsible for user experience design and strategy. Defined engagement models for enterprise mobile applications and performed qual/quant/ethnographic research.
- Hired and mentored design talent to round out the team as we grew to meet customer and stakeholder needs.
- Developed early iterations of my "Microburst" rapid prototyping and design process. Worked closely with Google Ventures to validate innovative design concepts.
- Led major product redesigns and led teams of stakeholders and designers from internal and external orgs to deliver new interaction models and validated design solutions.
- Employed UX strategy principles to help inform product direction, working closely with product management, marketing, and the agile scrum development team. Conducted user research and usability studies, while tracking usage data to measure the success of products and features designed. Conducted 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.

JAN 2010 - MAR 2012 | **ORACLE, RIGHTNOW**

### Senior UX Designer, Product Owner

On the RightNow Social team, I scoped, designed, prototyped and tested user interface mockups, interaction design flows, information architecture, and visual designs for innovative features in the RightNow Social platform.

- Collaborated with product management and application developers and conducted lightweight usability tests to validate solutions.
- Certified Scrum Product Owner for the enterprise social application that became Oracle Service Cloud Community. Represented stakeholders and managed the product backlog for the Agile development team.

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## EDUCATION

1988 - 1992 | UNIVERSITY OF MASSACHUSETTS | AMHERST, MA

### **BA, Computer Graphics and Multimedia**

I designed my own major because the university did not offer a program that met my needs. I combined undergraduate and graduate level coursework from CS, EEE, and other departments. As an undergrad, I taught graduate level 3D animation for seven semesters and managed and directed the CKC Animation Lab. For my senior project, I designed and coded 3D modeling, rendering (raytracing), and animation software in the C programming language.

## SKILLS

Design leadership, team building, team management, coaching teams, mentoring startups, UX strategy, product design, design workshop facilitation, design thinking best practices, UI/UX design, B2B and enterprise product design, mobile design, consumer app design, user experience research, generative research, usability testing, qualitative research, quantitative research, data-driven design, interaction design, startups, creative agency experience, consulting, brand development, information architecture, product innovation, interaction models, agile scrum, product owner, product management, journey maps, blueprints, alignment diagrams, speaking, presentation, design, testing, usability, empathy, validation, user research, visual design, human-centered design, color theory, iconography, typography, graphic design, animation, Sketch, Figma, Adobe CC, ProtoPie, ZeroHeight, InVision

## EXPERIENCE CONTINUED

2007 - 2009 | **GAIAM**

### **Senior Web Art Director, Web Design Lead**

I was initially hired to migrate the UX/UI of a niche social network acquisition. The new design received applause from the community and included a complete overhaul of UX and brand. Registration increased 283%, hitting ROI goals nine months early.

- Guided the creative work of junior designers and freelancers, and collaborated with developers to meet marketing, business and usability goals. Designed the first iteration of GaiamTV (now GaiaTV). Developed custom media players to stream Gaiam's extensive media library.
- Directed the design of marketing and communication assets including brand identities, online and print ads, and emails.
- 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 properties. Effectively promoted Gaiam as a cutting-edge online media company by designing, developing and maintaining interactive applications.

1993 - 2007 | **WAVELENGTH MEDIA**

### **Founder, President, Creative Director**

For 14 years, I managed design teams, engineers, and contractors in the development of innovative, user-centered web applications, interactive programs, and creative marcom and print campaigns, visual IDs, and brands.

- Designed UI elements for enterprise applications, and accessible interfaces for interactive museum kiosk installations and media programs. Designed and hand-built countless websites in HTML and CSS.
- Notable accounts: Activision, Gillette, Hearst, Penguin-Putnam, Salomon, Smithsonian, USWest, United Way, AT&T, American Express, Disney, L.L.Bean, Fox, GlaxoSmithKline, Key Bank.

1991 - 1993 | **SPECULAR INTERNATIONAL**

### **Product Manager, UI Designer**

I designed the massively disruptive Timeline animation interface that is now what Adobe calls the "industry standard".

- Designed early UI mockups for Infini-D, awarded 'Best 3D Software for Macintosh' by MacWorld Magazine. Designed and managed all aspects development of the award-winning LogoMotion 3D application from concept to release.