Jack Rometty
UX Designer

Accenture Song (Formerly BVA) — *Ecommerce Agency*

Senior UX Designer — *03/2023 - Present*

- Lead UX design on new builds and retainer projects
- Facilitate client calls and internal stakeholder discussions
- Conduct heuristic audits during the discovery phase to inform business development and design roadmap
- Create internal templates for wireframe kits, content strategy maps, UX audits, and product filtering/sorting
- Partner with user research team to synthesize insights and use them to inform wireframes and strategic decisions
- Maintain ecommerce expertise from research sources Baymard and Nielson Norman Group and use this to inform design decisions

Promotion ⌃

UX Designer — *05/2021 - 02/2023*

- Facilitated heuristic audits, created wireframes and information architecture diagrams for new builds and retainer clients
- Participated in client calls and internal stakeholder discussions
- Contributed to internal Shopify-based design system

Workiva — *Financial Reporting SaaS*

UX Design Intern — *05/2020 - 05/2021*

- Identified and solved UX issues in SEC reporting SaaS product
- Led an agile team of myself, a UI designer, and a Developer, with collaboration from a UX Writer and UX Researcher

Graduation 🎓

Industrial Design Coaches — *ISU. College of Design*

Head Coach, Founder — *08/2019 - 11/2020*

- Provided tutoring services to over 200 Industrial Design students five nights a week, both in-person and remotely via a Discord community
- Contributed to lesson plans for underclassmen with head professors

Plant & Insect Diagnostic Clinic — *ISU. Dept of Plant Pathology*

Nematode Research Intern — *05/2019 - 03/2020*

- Converted soil samples from a raw state to a precise liquid solution
- Analyzed liquid solution to judge soil health via the number and health of soybean-cyst and corn nematodes

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Functional Expertise

Wireframes
User Flows
Customer Journey Maps
Heuristic Analysis
Information Architecture
User Persona Creation
User Research (Qual & Quant)
User Testing
Stakeholder Interviews
Workshop Facilitation
Product Roadmaps
Competitive Analysis
Accessibility Standards
Generative AI (Text, Photo)

Tools

Figma
Sketch
Adobe Creative Suite
User Interviews (.com)
Dovetail
HTML / CSS
Basic Javascript
ChatGPT

Education

Industrial Design (BS)
Iowa State University
2017-2020