

Jordan Kolb | UX Designer

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Experience

Mindset Consulting | UX Designer | Minneapolis, MN

Apr. 2022 – June 2023

- Researched and designed solutions for Fortune 500 clients that reduced admin time by 30%, improved customer retention, and saved \$370k/year in credits issued.
- Designed end-to-end customer account maintenance software actively used by over 40 employees.
- Facilitated successful UX workshops with upwards of 25 participants remotely and in person.
- Collaborated with developers, subject matter experts, and product managers from discovery through development in an agile environment.
- Used Figma to build and quickly iterate responsive prototypes that stick to brand style guides and design system best practices.

Brownstone Tutors | UX Designer (Freelance) | New York, NY

Sept. 2021 – Apr. 2022

- Improved the company's admin, customer tracking, and billing software, increasing efficiency by 40%.
- Designed proprietary software for tutors to easily assemble homework questions from a database.
- Increased tutor efficiency by 15%, saving them on average 10 minutes per student session.
- Created and maintained a custom component library to design quickly and consistently.

Qwzrd | UX Designer (Freelance) | New York, NY

Mar. 2021 – Apr. 2022

- Crafted initial designs for a SaaS e-learning platform that uses AI to provide feedback to students.
- Created high-fidelity visual mockups for initial advertiser and investor buy-in.
- Conducted heuristic evaluations and designed improvements that lessened students' cognitive load.
- Built wireflows for users in the content delivery pipeline, including students, tutors, and engineers.
- Presented site maps, user flows, and wireframes to stakeholders to understand system interconnectivity.

Jitter | UX/UI Designer (Contract) | New York, NY

Nov. 2020 – Feb. 2021

- Conducted market research to decide how to improve the stakeholder's initial visual concepts for a non-toxic anonymous social media app.
- Synthesized personas, user journeys, and empathy maps based on data gathered from 11 user interviews.
- Navigated scheduled talks with the stakeholder to ensure business and product goals were met.
- Built out mid and high-fidelity prototypes in Figma and usability tested them with 20 users in total.

Education

General Assembly | Certificate of Completion

Sept. 2020

User Experience Design Immersive

Ithaca College | Bachelor of Science

Dec. 2017

Major: Audio Production, Minor: Game Development

Skills

Software Figma, Sketch, XD, Zeplin, Miro, Photoshop, Powerpoint, Excel, Webflow, Wix, Jira, Trello, Git

Research & Design Workshop Facilitation, Client Management, Heuristic Evaluation, Scoping Sessions, Market Analysis, User Interviewing, Personas, Journey Mapping, Wireframing, Rapid Prototyping, Usability Testing, Agile Development