

JEROME THOMPSON / PRDCTDSGNR

SUMMARY

Seasoned product designer with over 10 years in UX/UI design and 4 years startup experience. Attentive to user needs and serve as their advocate in design decisions. Possesses a clear understanding of a digital product's lifecycle and the agile process. Desires long-term growth with team of dedicated experts in delivering well-thought-out and impactful products for our users.



PROFESSIONAL EXPERIENCE

DELTA AIR LINES | Senior UX/UI Designer (contract) **Atlanta, 2019 - March 2020**

Led design of Delta's Revenue Management pricing software. Streamlined and improved responsiveness of strategy, carrier and retail analysts in analyzing competitive fares in multi-billion dollar domestic and international markets.

- Articulated complex product visions through simple designs that influence users
- Collaborated with business stakeholders in defining product features
- Led initiatives for developing and refining UX/UI best practices and processes
- Made and took ownership of critical decisions in design process

VIDEA (COX - CMG) | Senior UX/UI Designer **Atlanta, 2014 - 2018**

Integral lead in designing online B2B application for Cox start-up; Efforts produced \$5 million in sales with ultimate projection of \$50 million; Streamlined services between local television stations and advertising agencies to buy and sell ad spots, schedule and manage television inventory, update rates.

- Conveyed concepts through wireframes and translated them into intuitive interfaces
- Collaborated with product team to define and refine user stories
- Owned end to end design process and deliverables
- Participated and conducted user testing of internal and external clients

WEB MD | Senior Visual Designer **Atlanta, 2010 - 2014**

Member of the Revenue team; created and developed digital sponsored products for clients including but not limited to AstraZeneca, Bausch & Lomb, Proctor & Gamble, J&J and Lilly.

- Captured business requirements and translated into wireframes and prototypes
- Built revenue driven products for various digital verticals
- Delivered desktop, mobile and email design solutions
- Revised and updated designs and documentation based on user testing and feedback

ATLANTA JOURNAL-CONSTITUTION | Digital Designer **Atlanta, 2006 - 2009**

Pioneered design role for AJC digital with a viewership of over 10 million. Designed multimedia and enterprise projects that increased the viewership by 21%. Efforts led to new revenue streams and increased reader retention.

- Turned concepts into deliverable web and mobile products
- Designed static and interactive information graphics
- Partnered with editors to measure the web analytics
- Synthesized editorial and business needs into a compelling product experience

ATLANTA JOURNAL-CONSTITUTION | Visual Journalist **Atlanta, 1999 - 2006**

Multi-award-winning visual journalist. Daily delivered creative solutions in an extreme deadline driven environment while guarding ethics and credibility of a Pulitzer Prize winning organization.

- Collaborated with editors to plan content for delivery
- Interviewed and gathered information from subject matter experts
- Refined complex data into clear visual messages
- Delivered custom illustrations for multiple periodical verticals

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TOOL CHEST

Axure	Illustrator	MS Office
Balsamiq	InDesign	Photoshop
Figma	InVision	Sketch

SKILL SET

Rapid Prototyping	Agile Process
Sitemaps	Illustrations
User Stories/Flows	Information Design
User Research	Layout Design
Wireframing	Typography

AWARDS

TEAM

Granted Patent in 2018

Product Innovation Award, Automated Media Buying Platform

Programmatic TV Supply Side Platform TV Technology Winner

Silver and Bronze Edison Award Winner 2017, 2018 Most Innovative Platform Product

SIIA Codie Winner 2018 Best Campaign Management Platform

TV Technology Winner Product Innovation Award

INDIVIDUAL

Cox Artist of the Year

Colorado Press Association

Fellowship of Newspaper Assoc. of America

Georgia Press Association

NABJ Artist of the Year (two-time)

PICA Award

SND Award

South Carolina Press Association

EDUCATION

Winthrop University

School of Visual and Performing Arts
BFA Graphic Communications