

AARON CLARK JONES

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EXPERIENCE: UX Designer 2020-Present

Duke Energy, Charlotte, North Carolina

I improve the customer experience for the public-facing website for Duke Energy. I also work on the public and signed-in experience for Piedmont Natural Gas. Working with multiple products and teams requires that I balance and prioritize tasks to complete each project on schedule. We work in an agile environment utilizing sprints to improve our customer experience. By improving the address validation experience, we have increased the start service success rate by 8%.

Partner Experience Director 2020-Present

IXDA Charlotte, Charlotte, North Carolina

I manage the relationship with sponsors for a non-profit professional organization. I plan and host meetings with members of a group of UX design professionals.

UX Designer 2019-2020

Belk, Charlotte, North Carolina

Improved the customer experience for belk.com and Belk app. Designed UX improvements to belk.com which have increased customer understanding of the site and increased annual sales by over \$60 million. Aligned the work of the UX team with the marketing designers. This work was in addition to my work as a Digital Design Team Lead.

Digital Design Team Lead 2015-2020

Belk, Charlotte, North Carolina

Worked with the merchandising and marketing teams to translate their marketing needs into great customer experiences with landing pages, emails, banners, and other digital assets. Trained junior designers to be more proficient in design tools and methods. Created Adobe CC library assets to ensure the design team is creatively aligned across all assets. Managed the daily workload of other designers to meet deadlines. Developed efficient working procedures for the digital design team using Adobe CC suite and Adobe Experience Manager. Trained junior designers to become more accurate, efficient, creative, and on-brand. Coached designers with their career goals.

Graphic Designer 2014-2015

Belk, Charlotte, North Carolina

Wireframing, interaction, and visual design of email and landing pages. Worked with the merchandising and marketing teams to create digital assets that drive sales. Created efficiencies in email production to improve both customer experience and employee experience. Streamlined the ProtoShare image capture process. Created a tool that improved the speed and accuracy of creating Scene7 slice URL links. Trained new hires.

UX & Graphic Designer 2006-2014

BareNecessities.com, Edison, New Jersey

Wireframing, interaction, and visual design of email and landing pages to make a consistent customer journey from the initial viewing of an ad to the landing page and checkout. These campaigns produced close to \$25 million in click-through sales annually. Worked directly with the marketing and merchandising employees to achieve their fiscal plans and create a better customer experience. Supervised junior designers and freelancers. Designed on-line banner ads, retail website content, and promotional emails. Some retouching. Used Adobe Scene7 to publish master image files for large scale web distribution. Designed and created image rendering templates with Adobe Scene7 which automated the production of repetitive graphic production allowing the creative team to social media content in less time and less manpower.

Freelance Designer 2003-2007

Medical/Baxter Healthcare, Chicago, Illinois

Product and packaging design. Performed a complete redesign of existing product to improve usability, durability and significantly lower manufacturing costs. Designed new packaging to better relate to target market. Streamlined packaging to reduce materials and lower production cost.

Charmed Baby, Santa Cruz, California

Art direction and production design. Lead complete design and manufacturing process of product from concept to finished product. Created real-life design and functionality of product. Designed manufacturing techniques, processes and production tools to create product from idea to final product. Art directed company's overall look and feel.

Industrial Design Intern 2002-2003

TEAMS Design, Chicago, Illinois

Conducted research with user groups through observation, interviews and videotaping. Presented research findings to the design team and directed brainstorming sessions. Contributed to product design through conceptualizing, sketching, rendering, 3D modeling and building mock-ups.

Freelance Designer 1997-2001

Media Services, Salt Lake City, Utah

Designed and produced business presentations. Trained corporate executives in presentation methods.

EDUCATION: Brigham Young University, B.F.A. Industrial Design. Utah Valley State College, Associate of Science.

SKILLS: Sketch; Miro; Adobe XD, Illustrator, Photoshop, and After Effects; Scene7 and ProtoShare. Familiar with, Adobe InDesign; Adobe Premiere; Alias WaveFront Studio; Rhino 3D; Corel Painter; SolidWorks; and audio & video production.