

# Jonathan Speights

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## Objective

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To find opportunities that will allow me to utilize my experience in information architecture, interaction design, usability testing, and graphic design to develop tools that inspire and empower the people who use them.

## Education

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### University of Washington

Master of Science in Technical Communication. December 2005.

*Seattle, Washington*

### The Advertising Arts College

Graphic Design Certificate. June 1998.

*San Diego, California*

### University of San Diego

Bachelor of Arts in English. Minor in Philosophy. May 1996.

*San Diego, California*

## Professional Experience

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### Interaction Design

#### User Experience Architect

Ascentium (2008 - Present)

*Bellevue, Washington*

- Work with clients, design staff, and other project team members to create effective and engaging web sites, social applications and mobile device interfaces
- Document information design concepts and solutions by various means, including sketches, functional flow documentation, maps, storyboards, and rapid prototypes
- Develop effective user-centered solutions based on research methods including user interviews, stakeholder interviews, card sorts, surveys and usability testing
- Design and administer usability tests, including tests for mobile device interfaces
- Work with developers to ensure high usability of applications
- Establish knowledge and results-based relationships with clients, including keeping clients informed of information architecture research and issues, maintaining a clear understanding of clients' business issues and objectives, and identifying changes in project scope
- Assist project managers and account managers in scoping and estimating IA projects, and presenting concepts to our clients
- Help strengthen our design practice by supplementing subject matter expertise and credibility (Recent topics include: Emotional Design, The Psychology of Persuasion, and CHI 2009)

Projects: MyT-Mobile.com Redesign, T-Mobile Cameo, Brooks Running, Microsoft Equipt, Microsoft InfoWeb (Sharepoint), McKesson Intranet (Vignette)

#### Interaction Designer

drugstore.com (2006 - 2008)

*Bellevue, Washington*

- Led UI design efforts for major initiatives, including the redesign of Beauty.com
- Participated in strategic planning, including focus groups, the development of customer surveys, creating personas and holding stakeholder interviews
- Coordinated design efforts with internal departments, third-party vendors and offshore resources

- Built prototypes ranging from low-fidelity wireframes to high fidelity comps and functional prototypes
- Wrote detailed UI specifications for multiple internal audiences
- Used data, research and testing to inform design decisions that balance the customer needs with the goals of the business
- Advised and mentored the rest of the UI team

Projects: Checkout, Tax & Shipping Estimator, Site-wide Event Messaging, Beauty.com Site Redesign, Skin and Hair Care Product Recommenders, Sample Center

### **Information Architect**

Modem Media (1999-2002)

Norwalk, Connecticut

- Led content creation efforts for web sites, Flash pieces and online applications
- Built prototypes, wrote functional flow documentation and created site maps
- Created user personas to evaluate design decisions
- Implemented changes based on data from usability tests
- Met extremely tight deadlines on multiple, concurrent projects
- Collaborated with a broad range of internal departments as well as with clients
- Managed junior and freelance writers

Projects: GE Corporate, GE Capital, GE Plastics, Weight Watchers, Kodak, IBM, Benjamin Moore, Harrisdirect, Citibank, JCPenney, Kraft, Unilever.

## **Instructional Design**

### **Graduate Teaching Assistant**

University of Washington (2004-2005)

Seattle, Washington

- Excelled as a full-time student while teaching Introduction to Technical Writing (TC 231) to engineering students
- Planned and presented all in-class lectures and workshops
- Helped students develop effective strategies for technical writing assignments
- Busted plagiarists

### **Audience Analysis Workshop**

Course Project: *Design and Authoring of Computer Aided Instruction (TC 436)*

- Created a content map for the program
- Scripted lesson content that would capture the attention of a student audience
- Implemented the program using Flash and ActionScript

Project materials are available at <http://www.jonathanspeights.com/instruction.html>

## **Usability Testing**

### **Usability Test of Explore Cities Pages**

Ascentium Project: *ExperienceWA.com*

- Created the interactive prototype and usability test plan
- Managed the recruiting of all participants
- Administered the test at the Ascentium offices using Morae
- Wrote a full report of our findings and submitted it to the client

### **Usability Test of UW Catalyst's Portfolio Tool**

Course Project: *Usability Testing (TC 517)*

- Created all documentation including consent forms, scripts and questionnaires
- Administered the test in the Laboratory for Usability Testing and Evaluation (LUTE)
- Wrote a full report of our findings and submitted it to the Catalyst team at UW

The full usability report is available at <http://www.jonathanspeights.com/usability.pdf>

## Graphic Design

### Graphic Designer

Austin Design Group (1998)

San Diego, California

- Designed a new project catalog to update the firm's identity
- Developed print materials for presentations and awards show submissions
- Coordinated work with service bureaus, photographers and photo developers

## Management

### Keyholder

Apple Store, Fashion Island (2002-2004)

Newport Beach, California

## Skills and Applications

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Strong presentation and concept development skills, able to adapt explanations of technical information to multiple audiences, familiar with effective practices for writing on the web, comfortable working with subject matter experts, clients and end users.

### Proficient in the following:

Mac OS X, Photoshop, ImageReady, Illustrator, Office, Visio, OmniGraffle, QuarkXpress, Axure RP Pro 4, Morae

### Familiar with the following:

Windows XP and Vista, Dreamweaver, Flash, ActionScript, HTML, XML, CSS

### Familiar with the following research methods:

Contextual inquiry, heuristic evaluation, think aloud protocol, interviewing, affinity diagramming, task analysis, card sorts.

## Presentations

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"Blogs as Teaching Tools". Emma Rose, **Jonathan Speights** and Karen Kasonic. Society for Technical Communication 52<sup>nd</sup> Annual Conference. Seattle, WA. 2005.

## Professional Memberships

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SIGCHI (Puget Sound Chapter)

ACM

Electronic Frontier Foundation (EFF)

## Awards

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2002

Web Marketing Association: WebAward "Standard of Excellence", *BenjaminMoore.com*

2001

Cannes Lions International Advertising Festival: Gold Cyber Lion, *WeightWatchers.com*