

Jordan Dravis

Product Designer

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EXPERIENCE

- 11/2022 - Present **Product Design Manager, Design System**
College Board | Remote
- Building and maintaining the backbone of CollegeBoards design culture
- 6/2022 - 11/2022 **Design Lead**
Fictive | Remote
- Cross team design lead focusing on mentoring and development a cohesive design culture.
- 11/2020 - 6/2022 **Product Designer**
NS1 | Remote
- Cross-functional UX, PO, and PM product specialist for multiple features within the NS1 suite. The latest project is improving the application-wide data visualization approach by creating contextual navigation to allow for more efficient, simplistic workflows. Responsible for end-to-end planning, refinement, scope, and delivery.
- 3/2020 - 8/2020 **Product Designer**
SPINS | Remote
- XP team contributor architecting data pipelines for market data. Our team additionally redesigned tools internally to speed up access and requests for data ops, governance, and science teams.
- 8/2018 - 2/2020 **Lead Product Designer**
TD Ameritrade | Chicago, IL
- XP team contributor primarily focused on thinkorswim, a web-based trading platform. Developed a more natural ramp for new investors to navigate the "active" trading world while baking in the advanced features that more active and advanced traders expect.
- Oversaw complete design cycle from concept to deployment.
 - Led research to narrow and focus project scope, clarify uncertainty, and build trust with our stakeholders about UCD.
 - Collaborated with UX teams to redefine designs for pattern libraries following WCAG standards.
 - Worked with the UX and product communities at TD Ameritrade to build better research, prototyping, and deployment practices.
 - Brought FLOW principles to trading method design, introducing more creative and interactive workflows
- 4/2018 - 8/2018 **Product Designer**
HealthPartners | Bloomington, MN
- Worked in an Agile team to refresh existing well-being application, injecting user-centric and developing habit-building strategies.
- 11/2015 - 7/2017 **Senior UX Designer**
Asurion | Nashville, TN
- Assisted journey teams in creating user-centric content platforms
- Led team training on best web practices and CMS publishing techniques.
 - Provided creative and interaction strategies for content design.
 - Implemented atomic design principles to content architecture.
 - Maintained user interface pattern libraries and style guides.
 - Prototyped and tested replacement CMS/CRM for tech expert knowledge base.
 - Researched, prototyped, and tested community-based content management strategies and designs.
- 11/2012 - Present **Freelance Product Designer / Front-end Developer**
United Health, International Bird Rescue, All Energy Solar, Marissa Collection, WildAid, Presence Management, Grace Central, R&D Design, Kreber, Wilson Creative Group | Remote & On-location

SKILLS

Information Architecture, Wire-framing, Search Analysis, Typography, Illustration, Data Analysis, Art Direction, Animation, Concept Development, User Flows, Prototyping, User Interviews, Card Sorts, User Surveys, User Interface Design, User Experience Design, Email Marketing, Branding

TOOLS

Figma, Sketch, InVision, Flinto, Affinity Suite, Adobe Suite

CODE

HTML, CSS/SCSS, PHP, WordPress, Javascript

TRAITS

Self-starter, Knowledge seeking, Initiative, Forward thinking, Adaptability, Agreeable

INTERESTS

Game Design, Games & Education, Technology, Psychology, Paper Crafts, Illustration

EDUCATION

8/2008 - 6/2012
Graphic & Interactive Communication | BFA
Ringling College of Art and Design
Sarasota, Florida
Independent Study: letterpress/
Book Arts
Groups: Game Design Club, Type Club, AIGA