

# V. Jordan Hutchison

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Experienced Senior Product Designer and leader, with 7+ years of expertise in crafting user-centered solutions for complex, scaling platforms and 10+ years in the design field. Extensive agency and in-house experience. Passionate about data-driven strategy, results-driven design, and good vibes in the workplace. Experienced with tools such as Figma and Jira, and skilled at product design, UI/UX design, qualitative and quantitative user research, information architecture, responsiveness, and more.

## Professional Experience

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### Verblio | Lead Product Designer & Head of Product

*Feb 2022-Present*

#### Notable Accomplishments

- Designed and managed the deployment of a beta platform to test AI initiatives rapidly. **103% increased developer efficiency** when compared to the legacy platform.
- Founded a research repository, documenting protocols and performing research. Org research maturity level went from nonexistent to a data-driven roadmap **within six months**.
- Designed and built a future-proof design system from scratch in Figma, using the latest product updates. **Fully adopted**.

#### Responsibilities

- Lead cross-functional teams, ensuring effective collaboration between design, product, and engineering
- Drive the design vision, strategy, and overall user experience for multiple platforms
- Advocate for design thinking across the organization, ensuring a user-centric approach in decision-making
- Collaborate closely with senior leadership to define product goals, timelines, and prioritization
- Analyze user behavior and data to continuously improve design solutions
- Oversee and implement advanced UX methodologies, such as journey mapping, prototyping, wireframing, and interaction design
- Lead the evolution of design systems to ensure scalability and flexibility for future product iterations

### Flourish Health | Freelance Senior UI/UX Designer

*Nov 2023-Present (contract, part time)*

#### Notable Accomplishments

- Redesigned and implemented **a new design system**, building comprehensive Figma files from scratch using best practices and the latest Figma updates, streamlining the design process.
- **Increased efficiency** for the head of product by enabling the use of prebuilt design components to quickly craft user flows, reducing time spent on manual design tasks.

- Improved collaboration between designers and developers by ensuring the design system accurately reflected the real-world state, resulting in **greater consistency** and a visually cohesive product.

#### Responsibilities

- Collaborate directly with the head of product to shape the strategic roadmap through data-driven design and research insights
- Provide expert design advice, guiding the direction of user interfaces and product experiences
- Offer research advice, helping to build effective research plans that align with business objectives
- Conduct user research, including surveys, interviews, and usability testing, to inform design decisions

#### **OneFirefly, LLC | Digital Product Designer & Web Service Manager**

*Feb 2017-Feb 2022*

Spearheaded product design, development, and process creation, including SOP writing and language templates, to drive consistency and efficiency across projects. Led user experience efforts for custom initiatives, encompassing process creation, wireframing, storyboarding, and UX best practices. Managed and mentored a team of designers to ensure successful deployment of web products aligned with design and product goals.

#### **Technogizmo | Web Designer & Content Writer**

*Oct 2013-2017*

Responsible for graphics, SEO content writing, website creation, and updates. Interviewed clients, performed research, drafted wireframes for website planning/scoping, and built on Joomla.

## Education

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#### **Nielsen Norman Group UX Certificate**

April 2024, UXC# 1084889

#### **Southwestern University | BA in Art, BA in French**

2010 - 2014, GEORGETOWN, TX

## Skills

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User Research, UX/UI Design, Product Design, Interaction Design, User-Centered Design, Design Systems, Prototyping, Wireframing, Usability Testing, Accessibility, Information Architecture, User Flows, User Journey Mapping, Personas, Visual Design, Responsive Web Design, Brand Identity, Design Thinking, Lean UX, Strategic Roadmap Creation, Cross-Functional Team Collaboration, Stakeholder Management, Project Management, Competitive Analysis, A/B Testing, Qualitative User Research, Quantitative User Research, Surveys, Affinity Mapping, Conceptual Thinking, Mentorship, Art Direction, Creative Direction, Design Reviews, Building Design Systems, HTML, CSS, Javascript, WordPress, Figma, FigJam, Miro, Adobe Creative Suite, Adobe XD, Photoshop, Illustrator, Responsiveness.