

ANDREW HALL

USER EXPERIENCE DESIGNER

CONTACT

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hallandrew.com 

KEY STATS

15+ years design experience

12+ years implementing systems and work flows

10+ years art direction

10+ years designing digital products

METHODS

Style Guide & Pattern Library Creation

User Research

Journey Maps

User Flows

Wireframing

Prototyping

Usability Testing

Human-Centered Design

PROFESSIONAL PROFILE

High-energy, motivated achiever with a proven ability to thrive in demanding environments and serve as a valued and insightful member of cross-functional product teams.

- ▶ Seasoned designer who excels at collaborating on complex projects to deliver planned outcomes while focusing on brand strategy, user experience, and accessibility.
- ▶ Exceptional communicator and polished presenter that can seamlessly align internal and external resources at all levels.
- ▶ Systems and processes specialist known for inherently being able to create and execute standards and procedures to ensure brand consistency and align with strategic initiatives.
- ▶ Data driven professional practiced at translating user research into intuitive solutions.

EXPERIENCE

JP Morgan Chase (cxLoyalty)

UX Product Designer // Feb 2020 - Present

Creating a best-in-class user experience for the customer loyalty travel rewards platform.

- ▶ Collaborate with product and development teams as well as other stakeholders to implement new customer travel booking self-service functionalities.
- ▶ Guide the design process for the flights component of new white-label travel product, while working within an agile methodologies framework.
- ▶ Assist in the development and maintenance of the design system, in order to facilitate the rapid creation of design assets while maintaining consistency across desktop, tablet, and mobile designs.
- ▶ Plan and execute of research efforts by creating prototypes, conducting user tests, synthesizing results, and presenting findings to internal stakeholders and clients.

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TOOLS

Sketch
Figma
InVision
Adobe XD
Axure
Miro
Abstract
AirTable
Jira
Confluence
Adobe CC
HTML/CSS
& JavaScript

EDUCATION

Certificate of User Experience Design

Prime Digital Academy
Minneapolis

Bachelor of Arts Degree Communication Arts

University of Wisconsin
Madison

EXPERIENCE CONTINUED...

Rockabilia

Senior Product Designer // Feb 2013 - Sep 2019

Worked on a cross-functional team to improve the e-commerce experience through the practice of user-centered design.

- Reworked information architecture of the online sales platform, informed by user research findings and other data, to create shopping flows that accommodate a variety of customer purchase behaviors.
- Examined the first time customer experience through user surveys and journey mapping to produced actionable insights for improving onboarding marketing emails and website sales funnels.
- Performed contextual inquiries and analyzed quantitative and qualitative data in order to refine internal work tools with a focus on minimizing user error while maximizing efficiency.

Infinity1 // 2004 - 2013

Art Director & UI Manager // Jun 2007 – Feb 2013

Oversaw the design team in marketing efforts and the creation of website content.

- Directed all multichannel marketing efforts from concept to completion ensuring adherence to brand standards through the creation of style and brand guidelines.
- Restructured department workflow to incorporate custom JavaScript tools to double design department productivity.

UI Designer // Apr 2004 – Jun 2007

Collaborated with creative, operations and management teams on concept, design, and production of multi-channel marketing/sales initiatives.

- Managed creation of brand assets and leveraged them to create both marketing materials and online content.
- Produced assets to be used in the sales listing of over 500,000 products.