

# Jonathan Wilson

UX/UI Designer

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## PROFILE SUMMARY

My experience building my own e-commerce business from the ground up has given me a wide set of skills that set me apart. I know how to take ownership of a product, and I know how to bring products to the market. My 13 years of experience with UX/UI design has taught me what works, and how to put the user first.

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## SKILLS

**PROFESSIONAL SKILLS** UX Design | UX Research | Critical Thinking | Presentation Skills | Leadership  
Excellent Communication | Public Speaking | Decision Making | UI Design  
Strategic Planning | Process Improvement |

**TECHNICAL SKILLS** Figma | Adobe Illustrator | Adobe Indesign | Squarespace | C++

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## WORK EXPERIENCE

**Design Director** Taulis Leather Workshop | Oakland, CA | 01/2010 - 11/2023

- Leveraged user data and feedback to build a thriving online sales business
- Used customer feedback and interaction to make website improvements that increased revenue by over 50%, year over year for 5 straight years
- Oversaw new product launches that increased revenue 140% over a 2 year period
- Headed visual design, branding and graphic design using Adobe illustrator and Figma
- Built an online store that facilitated thousands of sales of physical products to customers all over the globe
- Used online marketing strategies that ended up with our products in the hands of several celebrity chefs
- Achieved features in numerous regional and international print and online publications including Food Network Magazine and Details for Men Magazine
- Utilized user centered design principles to build lasting customer relationships
- Utilized a variety of UX principles to develop new products, and continually evolve the online shopping experience

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## EDUCATION

**Bachelors of Science - Industrial Design** | San Francisco State, San Francisco, CA 08/2020 -12/2022  
Studied product design and development, with a focus on human centered design.

**Associates Degree - Studio Arts** | Cuesta College, San Luis Obispo, CA 08/2018 - 06/2020

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## PROFESSIONAL DEVELOPMENT

**DesignLab** Completed 08/2023  
Online UX/UI bootcamp