

Jonathan Madera

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Medford, OR

EXPERIENCE

VP of Product Design @ Data Axle

June 2020 - January 2024 / Omaha, NE

Developed Longterm UX vision and strategy and built out a distributed design team relying heavily on cross-mentorship. I championed a collaborative approach, working closely with cross-functional teams to ensure alignment with business objectives. Successfully launched the redesign of Data Axle's data and marketing solutions which aim's to help small business achieve their goals.

Director of Product Design @ Shopkick

January 2019 - May 2020 / Redwood City, CA

Leading a team of Product Designers on a mission to transform the way people engage with stores and products, both online and in the physical world. Focusing on being a strong, empathetic and thoughtful voice for our users while developing talent both in Redwood City, CA and offshore (Cluj, Romania). During my time at Shopkick, we were able to deliver designs that drove a 33% increase in week 1 retention, 40% increase in week 4 retention, and 15% increase in engagement (point earning actions which are up from 6.5 per week a year ago to 7.5 per week this year)

Director of Design @ iD Tech

July 2016 - September 2018 / Campbell, CA

Implemented a user-centered design process and collaborated closely with product managers, engineers, and other designers to create insight driven solutions. Owned the end-to-end process for design projects, from research and ideation, defining, problems and goals, map user flows, prototype interactions, wireframes and high-fidelity mockups, to design implementation with tight developer communication. Increased organic conversion rate by 23%, mobile registration by 11%, and helped increase sales from \$60 million to \$70 million in revenue.

Interim Director of Product Designer @ Telenav

June 2015 - February 2016 / Sunnyvale, CA

Led a team of 4 designers, collaborated closely with engineering and product to define which features would drive value to the market and contributed to the overall direction of the app. We launched route personalization, sharing, destination prediction services in Scout and subsequently sold them into the automotive market via contracts with GM, Toyota and Ford.

Lead Product Designer @ Telenav

December 2014 - June 2015 / Sunnyvale, CA

Oversaw and guided a design team, while also heavily influencing the visual design and technology through launch. Helped mentor designers and worked with the engineering team as they built the final product

Product Designer @ Avira

December 2013 - December 2014 / Burlingame, CA

Designed for both Android and iOS mobile apps. The Android app went from 2.373m installs to 5.226m and counting since the new features and redesign have been implemented.

Product Designer @ Independa

June 2013 - December 2013 / San Diego, CA

Designed a Smart TV app for the elderly. Designs were based on psychographic research. End product resulted in being named #1 Technology in Senior Care at CES 2014.

UI/UX Designer @ Citrix

June 2012 - May 2013 / San Francisco, CA

Worked on redesigns for GoToMeeting, GoToWebinar, GoToTraining and GoToAssist websites. Created wireframes, clickable prototypes, landing pages and emails.

SUMMARY

Curious, empathetic, creative problem solver, immersing myself in industries that do not have simple solutions and shipping products fast by doing more and talking less. I work hard to make sure that rather complicated things are as simple and visually striking as possible while trying to solve the balance between user needs and business goals. Also, I love to build exceptional multi-disciplinary design teams based on, mentoring designers, nurturing them and helping them grow. I have worked closely with cross-functional teams consisting of product managers, engineers, sales, marketing and customer support teams. My belief is that collaborative work is the fastest way to create alignment and deliver the best solution for the end-user.

TOOLS

Figma
Sketch + Zeplin + Abstract
Invision, Flinto, Principle
Adobe Creative Suite
Basic HTML & CSS

KEY EXPERTISE

User Research, User Testing,
Usability Testing, Quick
Interactive Prototyping
(Wireframing), Success Tracking

EDUCATION

Brooks College 2004
AS in Graphic Design