Jon Spradley

UI/UX PRODUCT DESIGN

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SUMMARY

With over a decade of experience, I'm able to develop solutions quickly and creatively while managing multiple projects with flexibility and good humor. I enjoy a new challenge, and I consistently strive to produce work that is intuitive, accessible, and beautiful.

EXPERIENCE

CARDINAL FINANCIAL [UX Product Designer] Remote (July 2021 – March 2024)
- Key designer for the award-winning redesign of the Cardinal Financial (CF) website, which received the 2022 W³ Gold Award. Notable elements include: array of responsive mortgage calculators, loan originator search, job portal, FAQ's, and news blog.
- Contributing UI designer for Octane, Cardinal Financial's enterprise-class, multi-themed design system.
- Principal designer and architect of the administrative backend for the HUB 4, Cardinal's national communication portal.
- Conceptualized, prototyped, and built component library elements for the HUB 4 front-end redesign including: revamped site header emphasizing search, large document libraries, calendar scheduling, and more, all based on Octane.
- Designed and built-out custom themes in Figma for multiple websites and microsites based on Octane.
- Performed UI/UX audits to evaluate heuristic usability and accessibility on multiple projects.

LENOVO [UI Designer - via Tekmark] Morrisville, NC (Apr 2019 – Apr 2020)
- Developed the UI/Visual design for Lenovo Voice based on UX research. Voice was Lenovo's first virtual assistant, a PC voice control app that includes a suite of real-time voice-to-text apps for translating speech to text in another language. Also conducted online user tests to inform decisions and built prototypes for stakeholder presentation and review.
- UI/UX owner for multiple sections of Lenovo Vantage, a system management app for consumer Lenovo PCs. Duties included: designing new features, imagery, and iconography, adherence to style guide, usability standards, and usability heuristics developed from the Neilson Norman group
- UI/UX design lead on the redesign for Lenovo Welcome, Lenovo's onboarding app for new consumer PCs. Performed UI/UX audit of original app, developed new concepts, created initial designs, built prototypes for user testing. Facilitated the user testing and interviews.

THE AMERICAN BOARD OF ANESTHESIOLOGY [Visual Designer - via The Creative Group] Raleigh, NC (Aug 2018 –Apr 2019)
- Developed the UI and visual design for a redesign of the current doctor portal which includes a responsive desktop and mobile app
- Performed UI audit; explored typography, color palettes, dashboard concepts; created mockups, style guide, UI kit, and redlines
- Worked collaboratively with project team to develop new features and layouts based on user research and interviews
- Built working desktop and mobile prototypes in Figma for testing and presentation to stakeholders and user group

RED HAT [Senior Visual Designer - via Vaco] Raleigh, NC (Jan 2018 – Apr 2018)
- Worked collaboratively with the design team to produce marketing and informational landing pages
- Conceptualized new visual styles, layouts, and patterns for incorporation into the marketing website design system
- Worked closely with front-end developers to ensure that final products adhered to required specifications

INTELLIGENT HOLDINGS, INC [Senior Visual Designer] Remote (Nov 2015 – Nov 2017)
- Responsible for conceptualizing, wireframing, developing visual design, and UI for multiple websites and landing pages
- Worked collaboratively with managers and developers to ensure products met the required specifications
- Conceptualized and designed a simple multi-step checkout process for mobile which was implemented across multiple sites

CONSERVATION INTERNATIONAL [Visual Designer] Arlington, VA (Nov 2011 – Apr 2015)
- Developed the IA plans, wireframes, and prototypes for the NatureisSpeaking.org campaign
- Designed the mobile UI and responsive layouts and for Nature is Speaking
- Made UI modifications, designed templates, graphics, full sections, video galleries, map modules, and forms on conservation.org

SKILLS

UI/UX & Design Apps: Figma, Photoshop, Illustrator, After Effects, HTML5, and CSS3. Working knowledge of JavaScript, Jquery
Other: Slack, Asana, OSX, Windows, Google Apps, Microsoft Office, audio and video editing

EDUCATION

Full Sail University: Orlando, FL
Associate of Science, Digital Media