Jason Imani

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SUMMARY:

I'm a Principal Enterprise Product Designer with a passion for distilling complexity into intuitive, frictionless, and effective user experiences that help companies and products grow.

My background is rooted in visual design + front-end development, with a belief in the power of collaboration to create products that customers love. I earned an MBA along the way to help augment my creative background with a broader perspective for delivery value...not just artifacts.

EXPERTISE:

Design: UX & UI, Wireframing, High/Low Fidelity Mockups, Prototyping, Design Systems, User Flows, User Research, Usability Testing, and Information Architecture.

Technology: HTML, SASS/CSS, Jade/Pug, Responsive Design, Adobe, Figma, Pendo, Component-Based Design, Google Analytics + Tag Manager + Data Studio for measuring success criteria and continued health monitoring.

EXPERIENCE:

BigBear.ai – Seattle, WA   Sept. 2022 – Present
Principal UX Designer
BigBear.ai commercial division is a leading provider of forecasting and discrete event simulation software utilizing machine-learning for hospitals and manufacturing.

- Led evaluation and standing up of a new organizational design system. Developed style guide, detailed specifications, and usage recommendations.
- Working on UX discovery and design for a new discrete event simulation module for Emergency Departments, helping optimize patient care and business KPIs.

Skytap – Seattle, WA
Principal UX Designer   Jan.2022 – Sept. 2022
Senior UX Designer   Feb. 2018 – Jan. 2022
UX Designer   Dec. 2016 – Feb. 2018
Skytap is the only cloud service provider for modernizing traditional enterprise applications, where you can run x86, Power, AIX, Linux, IBM i and Windows applications together.

- Drove vision for new organizational design system, uplifting a UI that had not been systematically evaluated in over half a decade. Pitched the new direction across teams in order to drive buy-in and build momentum. Incorporated insights from user testing and other data-sources to refine experience. Built high-fidelity prototypes by designing within the browser (CSS injection), and provided developers with underlying CSS code.
- Led end-to-end UX design process for new Skytap reporting system, adding features and functionality rooted in user research that identified functionality gaps and pain points in their workflows and goals. Decomposed project into iterative phases, cumulatively building upon a feature-set that resulted in an 80+% adoption rate.
- Aligned UX and Engineering collaboration and scoping processes by refining and standardizing tools, mutual style guide, and ongoing maintenance of components. Developed POC product health dashboards to measure and monitor continued success.
- Led UX process for numerous UX projects of various sizes from concept to completion including defining strategic objectives, crafting an overall vision, and conceiving designs. Supported team to consistently meet deadlines.

Rightside (closed) – Kirkland, WA   Dec. 2015 – Dec. 2016
Product Designer
Rightside was one of the world's largest domain extension registrar & registry with over 16m+ domains registered and managed.

- Managed efforts to re-envision a shopping experience that processed ~$20m in yearly sales. Analyzed current usage and sales metrics to inform and benchmark key flows. Solicited feedback from sales, support and executives to identify and validate existing pain points. Worked with product and technical teams to increase average order amount through contextually-aware upsell opportunities. Initial project phase increased annual revenues by 8%.
- Led UX design process for successful launch of Google G Suite offering, a new value added service for resellers that drove over a 10x signups in the first 30 days. Guided product discussions with low/high fidelity design concepts, prototypes, and other proofs of concept.

PeoplePath (formerly Conenza) – Seattle, WA   March 2013 – Nov. 2015
UX Designer & Developer
Conenza is a SaaS-based provider of corporate alumni products and services to F500 companies, including: Microsoft, Accenture, Citi, Nielsen, and Dell.

- Complete uplift of UX and underlying HTML/CSS codebase, retrofitting with responsive styles for cross-device experiences.
- Defined high-level business requirements and user scenarios into detailed interaction and visual design specifications that illustrated structure, flow, general layout and informational relationships.

Virginia Mason Medical Center – Seattle, WA   July 2011 – March 2013
Web Producer
Virginia Mason is an industry-leading healthcare provider utilizing lean methodologies.

- Designed a new web presence for the VMI to support sales growth objectives. Documented and communicated business and technical requirements with web developers, vendors and leadership. Produced photography, service videos, and inbound content.
- Continually refined customer acquisition process through SEO, A/B testing and conversion funnels. Increased search traffic by 350% and sales conversion rate by 25% during initial six months.

EDUCATION: University of Washington – Seattle, WA   2012
                  Master of Business Administration, Technology Management

                  Seattle University – Seattle, WA   2000
                  Bachelor of Arts in Business Administration, Concentration in Marketing

INTERESTS: Hiking, biking, snowboarding and building furniture.