JONNY BUTLER
USER-CENTRIC DESIGNER

JonnyB@JonnyB.org
513 • 349 • 6576
Cincinnati, Ohio

JonnyB.org
LinkedIn.com/in/JonnyBorg
Portfolio - PDF

SKILLS

User Research
Usability Testing
Quantitative Analysis
Task Analysis
Heuristic Evaluation
Google Analytics

Design
Product Design
Product Strategy/Growth
Interaction Design
Wireframes & Mockups
iOS & Android Patterns

TOOLS

Prototyping
Sketch / Illustrator
Photoshop / AfterEffects
InVision / Xcode

Programming
Strong:
HTML5 / CSS3 / SCSS

Useful Knowledge:
JavaScript / PHP / .NET
Swift / ReactNative / APIs
SaaS / IaaS / PaaS

SUMMARY

Designer of digital products with 12+ years of experience in human-centered design and human-computer interaction. Highly skilled at performing user research, advocating user needs, information architecture, pixel perfection design, rapid prototyping, front-end development (HTML, CSS, JS), working knowledge of (PHP, .NET, Swift, React-Native), conducting design critiques, collaborating closely with product owners and developers, presenting solutions to C-Level executives, and identifying opportunity to minimize costs.

EXPERIENCE

UX/UI Designer & Lead Champion of UX/UI - HCD

CareSource - Dayton, OH   *Sept 2014 - Present*

CareSource is a nonprofit, offering member-centric health care coverage plans for Medicaid, Medicare & Marketplace. Serving 1.8MM+ members and generating $8.8 Billion in revenue.

Today I matrix across teams as,
- Lead Champion of UX/UI & Human-Centered Design practices.
- Lead Designer of mobile apps & co-leading for desktop apps.
- Lead Designer of artifical intelligence, voice asst. for health care.

Highlights,
- Pioneered an IoT, voice & facial recognition prototype.
- Led design of 1st mobile app for iOS & Android.
- Implemented an end-to-end iterative design loop.
- Instituted a style guide to drive application consistency.

Co-Owner, UX/UI Designer & Developer

AlpacaNation - Lebanon, OH   *Nov 2013 - Oct 2014*

An online marketplace targeting breeders & retailers of alpacas.

- Spearheaded member engagement which bolstered monthly traffic and began regaining trust of the members.

Project Manager, UX/UI Designer & Developer

AlpacaNation - Remote   *Aug 2011 - Nov 2013*
- Managed a dynamic team of 4 (3 developers, 1 customer svc).
- Performed web design/development, heuristic evaluation, competitor analysis & A/B testing of multi-environments.

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EXPERIENCE

Owner, Hybrid Designer & Developer

Rubyhaus - Lebanon, OH   *Feb 2009 - Oct 2014*

- Launched & managed a brand that offers custom web design, basic to complex SaaS solutions & tailored hosting packages. Today, clients continue to range from startups to Fortune 500.

Web Design Instructor

The Modern College of Design - Kettering, OH   *Aug 2008 - Aug 2011*

- Taught and mentored students in web design and development.
- Instituted web hosting packages for students portfolio needs.
- Co-managed the school website, which received **GDUSA Design Award, CSCA recognition and Silver ADDY Awards.**
- Earned **Honoree, Educator of the Year.**

Interactive Producer, UI Designer & Developer

Clear Channel - Cincinnati, OH   *Apr 2007 - Aug 2008*

- Produced & improved global web template pages for 850+ radio stations nationwide, including the debut of iHeartRadio.
- Created marketing assets for, Taylor Swift, Brad Paisley, Beyonce, Metallica, Jay-Z, Justin Bieber, Justin Timberlake, Carrie Underwood, U2, Foo Fighters and 100's more.

AWARDS

CareSource
2018 • 1st Place | IoT, Voice & Facial Recognition, Hackathon
2015 • Merit | Just4Me Web Design, Digital Health Awards

The Modern College of Design
2011 • GDUSA Web Design Award | School Website
2011 • CSCA recognition | School Website Design / Dev
2011 • Silver Addy | Interactive Media-Consumer HTML, AAF
2010 • Silver Addy | Interactive Media-Consumer HTML, AAF
2010 • Honoree, Educator of the Year, AAF