JORDAN OTTESEN

USER EXPERIENCE (UX) RESEARCHER, ANALYST, AND DESIGNER

CONTACT

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EXPERTISE

User Research (Behavior, Attitude, Cognition, Needs, Expectations)
Product Definition & Validation
Data Management & Analysis
Information Design
Design Thinking
Technical Writing & Documentation
User Flows & Wireframes
Prototyping & Usability Testing
Product Design Evaluation
Team Management
Process Improvement
Public Speaking & Communication

TECH SKILLS

Data: Google Analytics, Google Data Studio (Looker), Domo, Power BI, Excel (Advanced), MTurk, CrazyEgg, Qualtrics

Design / Creative Tools: Figma, Invision, Adobe XD, Illustrator, Photoshop, InDesign, Premiere, Logic Pro, LucidChart, Miro, Wordpress, Squarespace

Code: SQL, Regex, HTML, CSS

Admin: MS Office Suite, Azure DevOps, Jira, Trello, Canvas

PROFESSIONAL PROFILE

UX leader with over 9 years of experience in data analysis, user research, and UX design. Expert in conducting, analyzing, and leveraging user research to develop meaningful experiences. Adept in user flow mapping, wireframing, prototyping, and iterative design processes to deliver impactful user interfaces. Proficient in team management, training, and professional development.

WORK EXPERIENCE

DIGITAL UX MANAGER
Cable One Inc. (Sparklight) / Phoenix, AZ / June 2021 - Present

- Manage and mentor internal and external teams of user experience designers, editors, researchers, interaction designers, graphic designers, and analysts.
- Evaluate project success and refine strategies through data-driven analysis.
- Conduct various forms of user research such as usability testing, competitive analysis, heuristic evaluation, task analysis, A/B testing, contextual inquiry, etc.
- Develop user experience roadmaps/flows for customer-facing self-service solutions.
- Develop low to high fidelity prototypes for iterative user-centric designs.
- Lead collaboration with various cross-functional teams to design end-to-end chains of services, systems, and human interactions.
- Identify improvement areas and prospective competitive advantages for advanced research and exploration.

FACULTY ASSOCIATE
Arizona State University - Polytechnic Campus / Mesa, AZ / January 2022 – Present

- Online instructor of GIT 542: Usability and User Experience. Teach UX research and design principles through practical application at a graduate level.
- Online instructor of GIT 450/550: Digital Workflow in Graphic Industries. Teach digital production systems, goal setting, processes, technologies, and project management at a senior/graduate level.

UX RESEARCHER | CX ANALYST
Isagenix International / Gilbert, AZ / June 2018 – June 2021

- Conduct user research through various methods to gain actionable user insights.
- Collect, track, review, and analyze user data through various analytics techniques.
- Recommend strategic business and design decisions to optimize the customer experience, accommodating both user needs and business objectives.
- Design and develop actionable and intuitive data reports and dashboards.
- Facilitate communication between stakeholders and various cross-functional groups to streamline data-driven decision making and customer experience strategy.

JORDAN OTTESEN

LANGUAGES

English
Native

Portuguese
Fluent

ACHIEVEMENTS

Agile Leader Certification
Six Sigma Global Institute,
2021

Eagle Scout Award
Boy Scouts of America
2008

Full Time Mission (Brazil)
The Church of Jesus Christ
of Latter-day Saints
2009-2011

WORK EXPERIENCE *(CONTINUED)*

UX DESIGNER | APP SOLUTIONS STRATEGIST
Domo, Inc. / American Fork, UT / May 2014 - June 2018

- Conduct needs analysis and business case development to create best practice one-click dashboards for the Domo Appstore (a $2M+ ecosystem).
- Design UI for "Domographics" – proprietary apps and data visualizations.
- Collect, review, and analyze big data and information from various systems.
- Leverage complex SQL transforms for advanced data analysis.
- Facilitate communication between business stakeholders and various cross functional groups to streamline dashboard and app development.

CO-OWNER | CX DESIGNER & STRATEGIST
Cold House Recording Studio LLC / Provo, UT / September 2016 - September 2019

- Manage strategy, customer experience, finances, and overall business operations.
- Design all digital content relating to user experience.
- Develop creative marketing content such as promotional videos, live recordings, digital ads, print flyers, etc.
- Lead team of 6 interns to optimize web content for SEO and sales conversion funnels.

DATA ANALYST | WEB DESIGNER
Alta Cascade Inc. / Puyallup, WA / Summers 2006 – 2009, 2011 – 2013

EDUCATION

MASTER OF SCIENCE – USER EXPERIENCE
Arizona State University, AZ / August 2019 - April 2021

BACHELOR OF SCIENCE – INFORMATION SYSTEMS
Brigham Young University, UT / September 2008 - April 2014

AVOCATIONS

VIDEO GAME DEVELOPER
O. & Co. Games | 2019 – Present

- Full development of code, artwork, music, and level/player design of several award-winning indie video games.