

ETHAN NEWSOME-JACKSON

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Summary

Versatile Designer with expertise in developing design solutions across diverse fields, adept at leading multi-disciplinary teams and making data-driven decisions to drive product direction.

Skills

- Product/Project Management
- Proficiency in HTML/CSS/JavaScript
- User Interface Design
- Usability and User Testing
- Storyboarding/Wireframing/Prototype creation
- Adobe Creative Suite, Figma, and Webflow

Usability and User Testing

- Conducted usability testing that informed design decisions for a website and mobile app connecting hairstyle clients with customers. Recognized the significance of customer reviews in stylist selection, enhancing the search function and elevating the prominence of reviews during the stylist selection process.
- Created multiple low-fidelity prototypes and conducted A/B testing to optimize the user flow, leading to the development of a seamless final product.
- Collaborated closely with stakeholders to ensure the website's responsiveness and design aligned with branding requirements, delivering a cohesive and user-friendly experience.

Experience

Drury Southwest | San Antonio, TX
Design Engineer
08/2017 - Current

- Led end-to-end design solutions for building automation systems, achieving a 47% reduction in utility usage.
- Collaborated cross-functionally, managing technicians and contractors for successful building automation installation.
- Developed and implemented style libraries for building automation graphics, boosting departmental productivity by 28%.

Dream Ink Ventures | San Antonio, TX
Product Manager (Freelance)
07/2021-Current

- Guided authors through the book development process, ensuring a seamless book launch.
- Conducted comprehensive customer and market analysis to tailor book content and optimize product adoption.
- Designed an engaging book website, adhering to brand guidelines and contributing to 30% of total sales revenue.

Small Group Investments, LLC |
San Antonio, TX
Co-Founder/Product Manager (Freelance)
08/2017 - 03/2019

- Spearheaded branding and design initiatives, elevating client interaction by 15% through responsive web applications.
- Developed automated solutions for critical performance issues, resulting in a 20% increase in client productivity.
- Provided expert guidance to start-up ventures and clients, creating persuasive designs that facilitated 10% business growth.

Training and Education

Certification: Google UX Design Professional Certificate

The University of Alabama | Tuscaloosa, AL
Bachelor of Science in Aerospace Engineering, Art