Jed McClure

jed.mcclure@gmail.com
917.834.2560
South Orange, NJ 07079

Portfolio: www.jedmc.com
LinkedIn: www.linkedin.com/in/jedhed

User Experience (UX) Leader

Tackle Complex Problems and Deliver Solutions that Go Beyond Technology

Improve results through user-centric product definition across diverse, hands-on UX roles. Uncover critical insights by facilitating stakeholder workshops and developing UX strategies to clarify stakeholder vision and identify opportunities for clients. Provide design oversight as effective team leader and mentor. Thrive in fast-paced environments, leveraging innovative thinking and the latest research methods. Utilize waterfall and Agile Scrum / Kanban processes and adapt readily to different project methodologies.

Collaborative Stakeholder Relationship Building | UX Research | Comprehensive Discovery Analysis | Client Presentations
Leadership & Team Building | User Interface (UI) Design, Prototyping, & Documentation Tools: Figma, Adobe CC

PROFESSIONAL EXPERIENCE

Independent Consulting, New York, NY   2015 — Present
Freelance UX Lead

- Provided expertise by developing projects for various agencies and startups, including Chobani, Penguin Random House, AT&T, Serendipity Labs, and Stanley Black & Decker, ranging from research and UX strategy, VR / game design, and data visualizations.
- Expanded offerings for clients by delivering wireframes with specifications, clickable prototypes, and UI animations.
- Pioneered design of inaugural e-commerce UX for Chobani yogurt during pandemic-induced pivot, facilitating sales.
- Evaluated and identified new big data service for Price Waterhouse Cooper, increasing opportunities.
- Led stakeholder interviews on-site, defining industrial cabinet configurator for Stanley Black & Decker.

Halo Media, LLC, New York, NY   2021 — 2023
UX Director

- Led and managed small, dynamic UX team at prominent digital design and development agency, spearheading projects within healthcare, finance, and career administration sectors, collaborating directly with Mercer.
- Implemented streamlined and formalized UX process into the agency's design workflow, improving results and enabling new business team to sell UX services to new clients.
- Established and developed new UX team, expanding organization's capabilities.
- Collaborated with Mercer stakeholders on defining novel pharmaceutical pricing product offering.

Kinship, New York, NY   2019 — 2020
Head of Experience

- Worked hands-on with lean startup team on designing innovative relationship management app.

ADOPTIVE, New York, NY   2016
Associate Director of Experience

- Augmented functionality by creating and expanding UX practice for Adoptive agency.
- Drove customer satisfaction by leading user research for large medical center's launch of a patient portal.

KBS / SPIES & ASSASSINS, New York, NY   2007 — 2015
Director of User Experience | Lead Designer

- Provided strategic leadership, overseeing and mentoring UX design team.
- Played pivotal role in advancing agency's experience design process, improving methodologies and best practices.
- Built effective partnerships between UX and other teams, creating seamless, user-centric experiences.
- Led the user experience design on a complete redesigns of BMW's US site, driving measurable business outcomes, which was awarded first place in JD Power's 2015 rankings of automotive sites.
- Drove UX excellence as lead designer for BMW USA's digital marketing ecosystem, making significant contributions over 8-year tenure.
- Enhanced client presentations by introducing prototyping techniques.
- Optimized order flow process for Puma's factory offerings through streamlined design.
- Designed and launched BMW North America's inaugural mobile site, boosting digital presence.

EDUCATION

- » Master of Fine Arts (MFA), Design and Technology, Parsons School of Design, New York, NY
- » Bachelor of Fine Arts (BFA), Visual Design, University of Oregon, Eugene, OR
- » Bachelor of Science (BS), Economics, University of Kentucky, Lexington, KY