

# JONATHAN NETEK

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## SUMMARY

Organized, detail-oriented creative individual with strong problem solving skills and over 20 years of experience

Strong understanding of user-centered design theory and practice with the ability to deliver in ever-changing situations

Enthusiasm for iterative design processes driven by group collaboration in multiple environments (Agile, Kanban, Lean)

Extensive experience with project management and coordinating with vendors, photographers, illustrators, junior design staff and clients

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## CORE COMPETENCIES

Requirement Gathering

User Research

Usability Testing

Customer Interviews

Persona Creation

Roadmap Development

Product Strategy

Discovery Workshop Facilitation

Wireframing & Prototyping

Visual & Interface Design

User Acceptance Testing

Design QA

Branding & Corporate Identity

Project Management

Agile, Kanban & Lean Methodologies

## KiNetek Design | Creative Strategist & Designer

JAN 2005 – PRESENT

Collaborate with companies, non-profits and individuals to conceptualize and execute various creative needs such as branding, print collateral, digital assets and interactive experiences.

- Clients include: A Partnership for Change, Children's Museum of the Arts, David Alcorta Catering, EnFocus Group, Greater Houston LGBT Chamber of Commerce, Mad Hat Maven, One Call Alert, Outreach United, Park Towers, Refuge Marketing, RumorsList, Teric Technology, UTHealth, Westside Surgical.

## Custom Ink | Senior eCommerce Product Designer & UX Researcher

OCT 2022 – NOV 2023

Partnered with product and engineering teams to improve ecommerce experience across the full customer funnel; Conducted UX and competitive research, conceptualized ideas, iterated and narrowed down to optimal solutions to validate during user testing.

Evangelized designing with a systematic approach, educating on best practices for working with shared patterns; Delivered scalable research and design processes and practices for workflows, and documentation for sharing.

- Brought up the standard of user experience (2-3 points per quarter) with the Product Catalog based on best practice audits conducted through Baymard Institute guidelines.
- Improved the Design Lab user experience (1-2.5 points per quarter) by implementing parity with mobile experience and additional functionality in desktop experience.
- Chosen for cross-discipline working group to layout and improve the overall process for eCom Team, for ways of working and project management tracking.
- Coordinated with fellow UX Team members for a persona research initiative involving multiple user interviews, database management and synthesis of all discovered data points.

## 10up | Lead UX Designer

MAR 2021 – OCT 2022

Facilitated workshops to identify strategies in support of clients' content, customers and business goals; Performed user research to design and execute user tests focusing on converting insights into actionable recommendations for design solutions.

Documented user requirements to develop user flows, wireframes and other representations to solve design problems; Collaborated with visual designers and engineers on deliverables for production-ready web experiences.

- Led efforts for 3 state government agencies (DMV, State Library, City Employee Retirement System) improving multiple, large-scale service applications and CX websites.
- Involved in the standardization of *Corporate Newsroom Platform* and the migration of clients (Salesforce, ADT, Calm) to the platform.

## Neudesic | Senior UX/CX Consultant

AUG 2019 – APR 2020

Translated business requirements into useful, efficient and human-centered solutions, while assessed current state of applications: provided an evaluation of experiences, defined desired states, identified gaps and outlined roadmaps.

Educated stakeholders and clients on the importance of UX and the benefits of using Design Thinking to put users at the center of solutions that align to business' goals.

- United 4 disparate modular systems into one comprehensive platform for MFI Solution Managers and Clients to set up, manage and maintain their accounts, resulting in 50% faster set-up and a 40% increase in productivity.
- Assisted in creation and assembly of Houston market's offering for UX discipline.

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## TECHNICAL SKILLS

Figma  
FigJam  
Miro  
Adobe

Notion  
Apple iWork  
Google Workspace  
MS Office 365  
UiPath  
InVision

UserTesting.com  
UserInterviews.com

Working knowledge:  
HTML, CSS, WordPress, React,  
Foundation, Bootstrap, Flexbox

Atlassian  
Teamwork  
Monday  
Harvest  
Asana  
Slack

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## CERTIFICATIONS

Baymard Institute  
UX Certification (*in process*)  
Interaction Design Foundation  
*Design League Membership*  
Edward Tufte  
*Presenting Data and Information*  
Scrum Alliance  
*Certified Scrum Product Owner Training*

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## EDUCATION

Designlab  
*UX Academy*  
The Art Institute of New York City  
*Associate Degree*  
State University of New York at Albany  
*Bachelor Degree*

## FlightAware | Design & UX Team Lead

SEP 2016 – MAY 2019

Strategized with internal stakeholders and product owners to create requirements and product strategies from business objectives; Facilitated product team workshops to drive discovery.

Led user and competitor research, usability testing and user feedback efforts; Performed IA audits to determine user experiences across multiple web products and device apps.

- Unified the overall brand impression across the company through internal style guides and best practice implementation; Developed and maintained pattern libraries and modular components for design system.
- Executed a completely unique, permissioned, web-based alerting dashboard to provide 100% real-time, global coverage aircraft tracking with up-to-the-minute positions and customized alerts.

## Baylor College of Medicine | UX & Visual Designer

DEC 2014 – MAR 2016

Developed user flows, wireframes, prototypes and screen mock-ups based on requirements and critical path analyses.

Executed interface specifications across responsive breakpoints, reviewing HTML and CSS markup during testing; Worked with front- and back-end teams on transitions and animations to create a delightful user experience.

- Collaborated with CTO for an all-new academic management software application.

## Stage Stores, Inc. | Contract Designer

SEP 2014 – DEC 2014

Scope of work: December 2014 holiday campaign, Style By Invitation program.

## RMH Marketing & Media | Design Director

JUN 2012 – AUG 2014

Clients included: Amerigene, Baby's & Kid's 1st Furniture, Bank of Texas, Basin Supply, Children at Risk, Choice Energy, Porter Investments, Russell & Smith Car Dealership, Tradition Bank.

## Design at Work | Contract Design Consultant

JAN 2012 – MAY 2012

Clients included: Aloterra, Brazos Valley Schools Credit Union, Jetco Delivery, PFS Group, Pieper Houston Electric, Ruby Tequila's, Texcel.

## Edelman Public Relations | Senior Designer/Art Director [New York, NY]

OCT 2006 – MAY 2011

Clients included: eBay, Unilever, Pfizer, Heinz, Church & Dwight, AstraZeneca.

## Adventure House | Designer/Senior Designer [New York, NY]

APR 2004 – OCT 2006

Clients included: Cambridge University Press, New York Stock Exchange, Girl Scouts of America.