

Jonathan Golan

PRODUCT | UX DESIGNER

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SUMMARY

Product Designer with over 3 years of experience and proficiency in designing new products, research, and prototyping. Created a new Product built for 12+ Enterprise corporations (notably Zoom, Peloton, Shopify, and Doordash) which directly led to successful conversion of 6+ million dollars from the pipeline and churn candidates.

EDUCATION

UX/UI Design Immersive, General Assembly

2019 - 2020 📍 New York, NY

B.A, Political Science, Reichman International University

2012 - 2016 📍 Israel

EXPERIENCE

UX Designer, Contract

2022 - Present 📍 New York, NY

- **Area 140first** - Developed and issued revisions to accessibility, scalability, and intuition for a new business, leading to a direct increase in foot traffic and online footprint.
- **Hashomer** - Rebuilt aging online platform for a nonprofit organization, using IA and user insights to improve donation rate, successfully tested new marketing email structure to increase user engagement rate by over 50%.
- Completed Graphic Design specialization from *California Institute of the Arts*, and Intro to Software Engineering from *IBM*.

Lead Product Designer, MaestroQA

2021 - 2022 📍 New York, NY

MaestroQA is a quality assurance platform that allows teams to assess customer support quality, letting graders view emails and calls while providing feedback to Agents.

- Lead designer having built 30+ new products and features parallel to the the existing core platform
- Collaboratively created PM documentation and onboarded new product team members
- Implemented first native design system in a full site rebrand and redesign, bringing in the concept of IA to the product, reducing footprint of used components by 50%, and implementing site wide AAA - accessibility standards up to 75%, and AA - accessibility up to 96%
- Built a MVP core experience entirely using Salesforce and the Lightning design system in close collaboration with the Product and Sales teams, reaching customers within 2 months.
- Created a new product to branch out to new roles and customers, notably working directly with: Peloton, Doordash, Shopify, Zoom, and Draftkings; successfully contributing to the conversion of more than \$6,000,000 in new customers and former churn risks.

Jr. UI Designer, MaestroQA

2020 - 2021 📍 New York, NY

- Worked with Senior Designer on growing scope projects, quickly taking on work independently and rapidly growing within the organization.
- Implemented competitive and comparative research practices to ensure our roadmap took us ahead of our 4 main competitors in the market.
- Built and reviewed sales and board meeting presentations, and created the Round B series funding deck, successfully pitched to 8 new investors and VC firms.
- Created 8 new branding templates to be used by marketing and the product teams.

UX Designer, CoLife

2019 - 2020 📍 New York, NY

CoLife creates co-living relationships between A+ homeowners and fantastic, vetted renters based on common values and living styles

- Redesigned housing application process and workflow to reduce user bounce rates by 50%
- Led research on data synthesis to generate insights and efficiently steer the design phase
- Broke ground and fully completed the redesign within 6 weeks

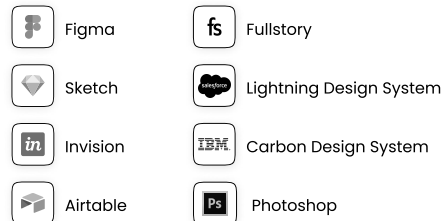
CERTIFICATIONS

 **IBM**
Introduction to Software Engineering - 2023

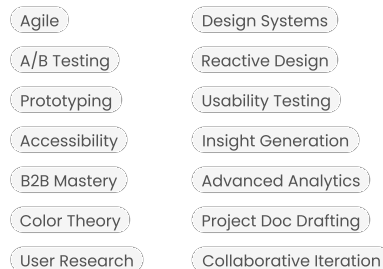
 **California Institute of the Arts**
Graphic Design Specialization - 2023

 **Hubspot**
Social Media and Inbound Marketing - 2018

PROFICIENCY



SKILLS



LANGUAGES

 **English**
Native

 **Hebrew**
Fluent

INTERESTS

