

Jason W. Bell

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Career Objective

To expand my professional responsibilities while continuing to develop and use my skills in ways that will have a lasting impact on my life and others.

Professional Experience

User Experience Manager/Digital Strategist

The Integer Group - Dallas, Texas

8/2010 - Present

Currently provides strategic guidance, leadership and design expertise to assist in the creating and delivering of compelling and insight-driven digital experiences. Clients include: 7-Eleven, Slurpee, BBU Bakeries USA, and FedEx Office.

- Leads digital work with passion, innovation, education, and strategic thinking.
- Oversees, inspires and collaborates with several teams of diverse practitioners and senior management.
- Provides additional expertise in SEO/SEM, mobile, online marketing, social, content strategy, market research, and user research.
- Described by others as proactive, entrepreneurial, creative, collaborative, business-minded, punctual, reliable and experienced in coaching team members to adapt to a fast moving market.
- Continually uses project management, client management, and an expert-level competency in user-centered design principles and documentation (UX/IA).

Manager, User Experience & Creative Services

Broadlane, INC. - Dallas, Texas

7/2009 - 8/2010

Functioned as a senior member of Broadlane's IT department reporting in to the CIO. Was responsible for ensuring the highest possible usability and creative design for a suite of client and employee business applications.

- Managed all of Broadlane's UX efforts, resources and strategies.
- Provided digital/interactive insights to the CEO and board of directors.
- Lead user experience interests in cross-functional project teams with an agile process.
- Performed user-centered design activities and analysis.
- Created conceptual models, storyboards, mock-ups, to align company and team objectives.
- Ran requirements gathering sessions and daily Scrum team meetings.
- Designed, administered, and analyzed usability tests.
- Utilized rapid prototyping tools to quickly deliver high-fidelity testable interfaces.
- Evaluated emerging digital trends, tools, and new technologies.

Senior Information Architect/User Experience Lead

Razorfish (Microsoft) - Austin, Texas

3/2007 - 5/2009

Worked as a senior consultant primarily with Dell, Nokia, Microsoft, and Dell Financial Services to define and build internal business applications, mobile interfaces and consumer-facing web experiences.

- Performed information architecture and user experience activities to satisfy complex interface, taxonomy, technology, and business requirements.
- Responsibilities included conducting user research, translating user research into design decisions, mentoring, delivering client presentations and negotiating business decisions.
- Worked with the latest technologies: Web 2.0, MOSS, Silverlight, Microsoft Surface, iPhone, Flash, and social networking platforms.
- Managed a volunteer innovation team that embraces new technology and explores its possibilities for our clients.

Senior Information Architect

Agency.com - Irving, Texas

11/2004 - 2/2007

Successfully led the user experience design and analysis activities for CIT, Marriott, Ritz Carlton, Nokia, Alcon Labs and others to create effective online marketing and business solutions.

- Worked directly with clients to understand their business, design, and user needs.
- Planned and managed UX and IA strategies/activities.
- Created information architecture documents, including but not limited to, site maps, concept diagrams, user profiles, user scenarios, personas, schematics (wireframes), content matrices, flow diagrams and functional requirements documentation.
- Conducted usability testing, stakeholder interviews, focus groups, and insured the planning for and application of SEO and accessibility techniques.

Information Architect/Business Analyst

Perot Systems - Plano, Texas

6/2002 - 11/2004

Provided information architecture and business analysis services for many of Tenet Health Care's consumer and employee facing web initiatives as well as core business applications.

- Gathered and documented business, design, and user experience requirements.
- Conducted client meetings, workshops, and usability testing sessions.
- Performed project planning and work effort estimates with the Project Management team.

Information Architect/Web Product Manager

UICI - Hurst, Texas

9/2001 - 6/2002

Promoted quickly to a new corporate position to plan and launch an enterprise Intranet portal.

- Defined the portal's user experience, information architecture, marketing strategies, development methodology, campaign management and operational support models.
- Served as a business liaison for the corporate IT group and built strong relationships with each of UICI's business units.
- Conducted interviews, focus groups, and brainstorming workshops.
- Responsible for the site design, development, search engine optimization (SEO), and email marketing campaigns on a number of consumer-facing sales websites.

Director, Web Communications & Creative Services

Digital Convergence, Inc. - Dallas, Texas

6/2000 - 4/2001

Assembled and managed a team of media and creative professionals to define and implement online marketing strategies, software product releases and set the creative direction for all online initiatives.

- Designed a consumer loyalty website to reinforce the company's brand, establish tools for consumer retention and create a vehicle for corporate and public communications.
- Grew the consumer facing website's membership base to over 1.4 million.
- Lead the definition, design and development of a proprietary permission-based email newsletter application.
- Provided guidance, motivation, discipline and training.

Manager, Web Marketing Team

Shabang.com - Richardson, Texas

4/1999 - 6/2000

Functioned as the company's primary marketing representative that conceptualized, managed, and planned online/offline marketing initiatives.

- Executed marketing strategies such as permission-based email, viral campaigns, search engine registrations, directory listings, online advertising, affiliate marketing, virtual communities, contests, and promotions.
- Responsible for improving the user experience, creative design, content, and web-based sales.
- Managed a team that performed consumer surveys and usability testing.
- Worked directly with the development team in improving and creating new website features.

Education

Bachelor of Arts - The University of Texas at Dallas

Major in Business and Community Relations

Minors in Government and Earth Science

GPA: 3.4