

# Jaron Barnes

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## Experience

**UX Digital Designer III** (July 2020 to Present)

**UX Digital Designer II** (May 2018 to June 2020)

Progressive Insurance

- Lead the design of digital servicing experiences for Progressive's responsive web app
- Focus on providing experiences that reduce the need for service calls while increasing customer policy life expectancy and satisfaction
- Lead designer and assistant product owner of a web based design system that aids in the creation of consistent, accessible, and meaningful user experiences across customer facing and enterprise platforms

**Freelance Designer** (2012 to 2020)

- Assisted small businesses with website strategy, brand identity, and various marketing collateral to best meet their customers' needs

**Senior Graphic Designer** (Feb. 2014 to Apr. 2018)

**Graphic Designer** (Oct. 2011 to Jan. 2014)

Kent Displays Inc., creators of the Boogie Board® eWriter

- Led junior designers and interns in the creation of both print and digital marketing materials for a growing line of products
- Developed brand strategy and identity systems for new product categories allowing the company to expand into more than 1,000 retail locations in 2018
- Teamed up with developers in the creation of responsive websites and mobile applications for iOS and Android

## Education

**Designlab: UX Academy** (Nov. 2017 to Aug. 2018)

Over 480 hours of online project based curriculum, including intensive learning and rapid iterations to develop strong user centered design skills

- Studied UX research and strategy, ideation, wireframes and prototyping, usability testing, visual design and user interface design
- Took part in weekly group critiques and received guidance from industry experts during weekly calls

**Bachelor of Fine Arts in Visual Communication Design** (May 2012)

Kent State University

Honors College

## Skills

### Design & Interaction

Illustration & UI  
Wireframing  
Interactive Prototyping  
User Flows  
User Testing

### Tools

Adobe Suite  
InVision  
Sketch  
Azure DevOps

### Methodologies & Frameworks

Scaled Agile  
Scrum  
Kanban