

Jonathan R. Barrow

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SUMMARY

Service and UX Designer with a background spanning fintech, government services, and digital product development. Experienced in Figma, Adobe Creative Cloud, UX research, and Agile methodologies. Proven ability to conduct user research, develop wireframes, and design user-friendly platforms. Involved with the Service Design Network and the Service Design Book Club.

WORK EXPERIENCE

Freelance UX and Service Designer - Remote 11/2023 - 07/2025

- Partnered with Loss Transformer, a fintech startup, to develop a scalable service blueprint, digital brand identity, and a responsive website using Figma, Illustrator, Photoshop, and Webflow. Facilitated virtual co-creation workshops with cross-functional teams using Figma and Miro to develop a user-centric application interface.
- Conducted UX research and developed interface mockups for a confidential product under NDA, synthesizing user needs, refining UI/UX flows with A/B Testing, and identifying market opportunity areas through a Scrum framework.

Service Design Lead | Deloitte x Social Security Administration - Savannah, GA 09/2023- 11/2023

- Conducted 14+ user interviews and 3 co-creation workshops to uncover usability gaps in the SSA ecosystem and understand the current experience from a variety of different stakeholders' perspectives.
- Produced actionable deliverables for enterprise-scale challenges, including service blueprints, stakeholder maps, and a UX storytelling deck adopted for a new SSA pilot initiative that addresses the gaps between stakeholders.
- Communicated with Senior Leadership to develop change management plans, communication strategies, and training resources to support stakeholders' adaptation to new systems and streamline user onboarding.
- Spearheaded UX research and journey mapping for public-facing service platform improvements.

UX and Industrial Design Lead | Movado Bold Gen Z Project - Savannah, GA 03/2023- 05/2023

- Led a 6-person cross-functional design team creating digital and physical concepts for Movado's Bold luxury line, emphasizing targeting Gen Z through user research and A/B testing.
- Designed the prototypes for their latest series of luxury Swiss watches, including many that went on to be best sellers.

UX and Service Lead | L'Atelier Design Studio - Lacoste, France 09/2022- 11/2022

- Developed a UX strategy for a customer-facing website with Figma, Miro, Illustrator and Photoshop. This included a complete overhaul of logos and branding materials, and finding opportunities in the customer journey.
- Implemented a digital trade show experience and market expansion initiatives with supporting change management plans.

EDUCATION

SDN Academy | Service Design Masterclasses Series- Virtual 09/2024 - 11/2024

Accredited Service Design Professional

Savannah College of Art and Design - Savannah, GA 09/2019 - 11/2023

B.F.A. in Industrial Design - Magna cum laude

PROFESSIONAL SKILLS

UX and Service Design: Wireframing, Journey Mapping, Service Blueprints, Prototyping, Design Systems, A/B Testing, Agile/Scrum, Mobile-first Design, Interactive Prototypes, Enterprise Environments.

Research: Working with Cross-Functional Teams, Stakeholder Interviews, Ecosystem Mapping, Usability Testing, Co-creation Workshops, Leadership, Presenting, Design Thinking, Research, and Data-Driven Solutions.

Tools: Figma, Miro, Illustrator, Photoshop, Canva, CSS, C++, Python, Arduino.

ACHIEVEMENTS

Speaker at Service Design Global Network Conference - Berlin, Germany 05/2023

Presented my Human Comfort Factors project, a creative data-driven exploration of behavior change, at the Service Design Global Network conference for hundreds of on-ground and online viewers.