Jonathan R. Barrow

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SUMMARY

Product Designer with 3+ years of experience building scalable design systems and data-driven user experiences for fintech and enterprise ecosystems. Expert in Figma and end-to-end product strategy, with a proven track record of collaborating with cross-functional partners to bridge customer needs and business goals. Deeply committed to accessibility (WCAG), user research, and creating human-centered solutions in complex, data-heavy problem spaces.

WORK EXPERIENCE

Freelance UX & Service Designer - *Remote*   11/2023 - Present
- Partnered with a fintech startup to develop a 0-to-1 product strategy, navigating regulatory considerations and complex data requirements while maintaining design system consistency across 5 digital products and services.
- Led cross-functional collaboration with engineering and business stakeholders through virtual co-creation workshops, translating business requirements into scalable design solutions using Figma.
- 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.

Lead Designer | 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.
- Collaborated with technical and business partners across a heavily regulated government agency to translate complex policy requirements into accessible, user-centered design solutions, balancing constraints with human needs.
- 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 improvements, emphasizing WCAG accessibility.

Lead Product Designer| 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, and sharing results with senior stakeholders.
- Designed physical prototypes while ensuring brand consistency across digital touchpoints, contributing to a series that became market best-sellers.

UX Designer & Service Designer | 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 digital trade show experience and market expansion initiatives with supporting change management plans, collaborating with business partners to align design solutions with growth objectives.

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

Product & UX Design: Design Systems, Information Architecture, Wireframing, High-Fidelity Prototyping, Journey Mapping, Service Blueprints, Mobile-First Design, Interactive Prototypes, A/B Testing, WCAG Accessibility
Collaboration & Research: Cross-Functional Team Leadership, Stakeholder Management, User Interviews, Usability Testing, Co-Creation Workshops, Ecosystem Mapping, Agile/Scrum, Design Thinking, Data-Driven Decision Making
Tools: Figma, Miro, Webflow, Illustrator, Photoshop, Canva, CSS, C++, Python, Arduino.

ACHIEVEMENTS

Speaker at Service Design Network Global Conference - *Berlin, Germany*   05/2023
Presented the Human Comfort Factors project, a creative data-driven exploration of behavior change, to hundreds of on-ground and online viewers at the international Service Design Network Global Conference.