Jesse Shedd

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LinkedIn

Professional Experience

J.B. Hunt Transport

Expert UX Designer
Apr 2017 - Present

Leader in international transportation and supply chain management

- Lead a team of 64 designers working on 16 products for J.B. Hunt 360
- Solve user experience challenges for internal and external applications on mobile, tablet, and web
- Inform enterprise architecture decisions and thinking through development and documentation of omni-channel processes across user personas, enterprise capabilities maps and enterprise security maps
- Design solutions to help existing clients and build new client business, including 30 million dollars of new business
- Mentor junior designers and develop their skills and processes
- Champion internal process to improve collaboration among key stakeholders
- Conduct user research using contextual inquiry and other qualitative methodologies
- Built and implemented standards and practices for the design team
- Recruit talent from top Human Computer Interaction Programs
- Inspire cross disciplinary teams to define near and far future product experiences
- Evaluate and define internal design software stack
- Winner of the 2017 and finalist in the 2018 J.B. Hunt Hackathon
- Previously UX Designer, Senior UX Designer and Lead UX Designer

Isobar

UX Designer
May 2015 - Mar 2017

Global, full-service digital agency

- Identified and solved user experience challenges for HBO.com by addressing user pain points and working with senior designers to capture solutions in wire frames using InDesign and sketch
- Drove functional analysis for HBO's content management system
- Executed quality assurance testing for NBCUniversal's app launch
- Optimized strategic insights to address clients' various business needs through product development, design processes and collaboration across development and functional teams
- Analyzed industry trends through research to contextualize Isobar's point of view and identify new business opportunities

Ericsson Mediaroom

Concept Prototype Design Intern
May 2014 - Aug 2014

International end-to-end video platform for delivery of IPTV subscription services

- Built a future concept for the Mediaroom IPTV service used by 90 operators internationally, including AT&T U-verse and Singtel
- Worked alongside senior designers throughout the complete concept prototype life cycle of a next generation television platform
- Created and presented prototype concepts for design team leadership

Education

Georgia Institute of Technology

M.S. Digital Media
Aug 2013 - May 2015

- 3.91/4.00 GPA, Summa Cum Laude, Dean's List

Arizona State University

B.A. Anthropology
Jan 2010 - May 2013

- 3.99/4.00 GPA, Barrett Honors College, Summa Cum Laude, Dean's List

Skills

1. Design Thinking
2. Ethnographic Research
3. Participatory Design
4. Public Speaking
5. Leadership

Tools

1. Adobe Creative Suite
2. InVision
3. Sketch
4. Framer
5. Zeplin
6. HTML/CSS
7. Javascript/JQuery
8. Keynote
9. Balsamiq
10. Office 365

Interests

1. Archaeology
2. Internet Culture and Memetics
3. Urban Planning
4. Television and Film
5. Health and Fitness