

Jordan Kolb | UX Designer

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I love seeing how people interact with a product and ideating ways to improve those interactions. My experience working in education and game development makes me unique in my ability to empathize and understand the ways in which people navigate both familiar and unfamiliar things.

Relevant Experience

Brownstone Tutors | UX Designer

Sept. 2021 – Current

- Worked with the stakeholder and other SAT-prep tutors to create a “homework helper” system that allows them to quickly and easily assemble practice question PDFs for students.
- Collaborated with admins and a product designer to revamp the internal admin system. Ensured consistency between this system and the existing employee portal.
- Mocked up and prototyped responsive internal tools to increase tutor and admin efficiency.

QWZRD | UX Designer

Mar. 2021 – Current

- Audited the existing student-side interface and prototyped improvements to lessen cognitive load.
- Mocked up interfaces for the various internal users in the content creation/delivery pipeline. This included designing interfaces for student test-takers, tutors who provide tutorials, and engineers.
- Created presentations, site maps, and slide docs for investors and developers to understand the content delivery flow and unique features of the web application.
- Collaborated with the developer to ensure a seamless transition between designs and finished product.

Jitter | Contract UX Designer

Nov. 2020 – Feb. 2021

- Conducted market research into anonymous social media apps in order to decide how to improve the stakeholder’s initial visual concepts.
- Interviewed over 10 people to gain insight into past anonymous social media usage and synthesized the data to form user personas, user journeys, and empathy maps.
- Built out mid and hi-fidelity prototypes in Figma and lead 20 usability tests in total.
- Assisted in navigating talks with the stakeholder in order to ensure both their needs and the users’ needs were being met.

Education

General Assembly | Certificate of Completion

Sept. 2020

User Experience Design Immersive

Ithaca College | Bachelor of Science

Dec. 2017

Major: Emerging Media, Minor: Game Development

Skills

Software Figma | Sketch | Zeplin | Miro | InVision Studio | Adobe Photoshop | Adobe XD | Adobe Premiere | Keynote | Microsoft PowerPoint | Wix Website Builder | Squarespace

Research & Design User Interviews | Usability Tests | Personas | Journey Maps | User/Task Flows | Information Architecture | Competitive & Comparative Analysis | Site Maps | Heuristic Evaluation | Card Sorts | Wireframes | Prototypes