

# Jonathan De Heus

UX Designer & Researcher

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## Education

### University of Michigan

MS in Information Science,  
Human Computer Information  
specialization, May 2014

GPA: 3.6

## UX Methods

- Affinity diagramming
- Contextual inquiry
- Cultural probes
- Paper prototyping
- Personas
- Screen flows
- Survey creation & analysis
- Usability testing
- User enactments
- User interface analytics
- User interviews
- Wireframing
- Workflow modeling

## Systems Used

- Axure
- Balsamiq
- Google Analytics
- Illustrator
- Qualtrics
- Sketch
- SurveyMonkey
- UX Pin

## Experience

### UX Designer at Bosch (contract position)

April 2017 - November 2017

- Conduct heuristic analyses of existing products & provide recommendations as to how they can be improved.
- Document task flows for the various Bosch software products, and identify overlapping functionality between each product.
- Identify personas who use Bosch's current & next generation products.
- Design a style guide, get feedback from stakeholders, and implement it in CSS within a span of 4 weeks.
- Conduct user interviews in order to determine what usability issues they have experienced with both current & next generation products.
- Design wireframes & high fidelity mockups based off of feedback from users & heuristic evaluations.
- Gather feedback from previously interviewed users in regards to the high fidelity mockups.
- Led UX Focus Talks which featured presenters from different Bosch verticals talking about varied UX topics such as research methods, or how utilizing UX methods was able to improve the end product.
- Responsible for managing the transition between UX managers by documenting all UX projects (active & inactive), and ensuring that files pertaining to each project were easily accessible.

### Lead UI/UX Architect at Greenlancer

July 2016 - March 2017

- Developed a new UI in Sketch for the customer and administrative portions of the Greenlancer website.
- Held participatory design meetings with stakeholders & subject matter experts to gather feedback.
- Developed & maintained a design repository that details website elements as well as best practices that designers and developers should follow when designing new screens.
- Produced interactive prototypes in order to get feedback from stakeholders.
- Created & maintained a UX backlog that consists of feature requests from customers as well as the sales & production teams.
- Conducted usability testing on workflow automation software to determine useful features & pain points.
- Reviewed Google Analytics statistics in order to view how users interact with the site, determine what pages have the highest bounce rates, & revise those pages to reduce the bounce rate.

### UI/UX Designer at GE Oil & Gas

August 2014 - June 2016

- Developed & executed a research plan that was used to determine what features users wanted to see in future releases of our product.
- Utilized contextual inquiry in order to gather findings for GE's Brilliant Factory initiative, then used those findings to design an interface that would be used by factory floor planners to lay out manufacturing lines.
- Created high fidelity prototypes in Axure in order to receive feedback from stakeholders.
- Held participatory design sessions in order to give stakeholders the chance to visualize their ideas.
- Worked in conjunction with subject matter experts to write UX requirements.
- Acted as an advisor to the India based UX team.

### iOS/Web developer at Iconectiv

May - August 2014

- Developed a dashboard interface for clients using the HighCharts API and the Bootstrap framework that will allow them to visualize issues with their telephone network.
- Developed a site for clients that will allow them to quickly sort through large quantities of data.