Jack Rohan
UX Strategist
Portfolio: jack-rohan.com

EXPERTISE

User research and testing
User personas and flows
Brand and experience strategy
Information architecture
Wireframing
Interactive prototypes

TOOLS

Figma and Creative Cloud
Marvel and InVision
Miro and Trello
HTML5 (Bootstrap)/CSS3
WordPress and Shopify
Always learning more…

INDUSTRY CONCENTRATIONS

Healthcare
Higher Education
Financial Services
Information Services

PROFESSIONAL ROLES

Lead multi-year engagements from inspiration to implementation to optimization as a hands-on hybrid strategist, researcher, and UX designer

Conduct research to fuel brand and UX strategies, including attitudinal research (such as interviews and longitudinal studies on content and brand preference) and behavioral (such as contextual studies via sales ride-alongs)

Strategize the user experience, information architecture, and content for countless B2B and B2C client sites and apps

Wireframe and prototype low/mid/high-fidelity versions of everything from self-assessment web apps, dashboards, and ecomm sites to training tools

Advise C-suite and VP-level clients on brand strategy, marketing and activation, and user experience and engagement

Collaborate extensively with stakeholders, designers, writers, and developers while championing user needs and the voice of customers

Plan and facilitate workshops, including discovery, requirements, strategy, information architecture, content, and training sessions

NOTABLES

Led the 1.5-year redevelopment of a leading global newswire, featuring a redesigned newsroom and all-new information architecture and content

Crafted 40 personas across 10 customer/user segments to serve as the basis for product development at the Credit Union National Association (CUNA)

Earned reputation for quickly gaining subject matter expertise on key client accounts and becoming the agency's go-to information resource

EXPERIENCE

Avenue · Senior Strategist	Chicago, IL · 2012-Now
The Red Group · Group Account Director	Wheaton, IL · 2009-11
Lipman Hearne · Vice President and Senior Writer	Chicago, IL · 2003-09
Frankel · Copywriter	Chicago, IL · 1998-03

EDUCATION

UX Design Program · CareerFoundry · '22
10-month project-based UX specialization, including the strategy and design of responsive web apps for real estate investors and e-wallet users

Univ. of Illinois at Urbana-Champaign
MS in Advertising · BA in Rhetoric