Jordan Romanoff

UX/UI Designer
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I am a UX/UI designer with a background in graphic design and marketing. I am driven by the desire to bring more meaning and curiosity to everyday life. I use research, technology, and design thinking to solve puzzles that help users focus on what matters most.

UX Skills: Heuristic evaluation, competitive analysis, user research, affinity & empathy maps, user stories, contextual inquiry, scenarios, personas, customer journeys, card sorting, IA, sitemaps, user flows, usability testing, scrum

UI Skills: design systems, style guides, component libraries, prototyping, interaction design, mobile design, typography & layout, icons & logos, wireframing, animation, visual design

Tools: Figma, Adobe CC: XD, Photoshop, Illustrator, InDesign & After Effects, Sketch, InVision, HTML, CSS, Javascript, Wordpress, Shopify, Github, Webflow, Squarespace, Unbounce

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Experience

El Dorado Group (merged with Nomad DV in 2022) - UX/UI Designer   March 2021 — Present
- Created a platform for a multifaceted business to provide users with a more straightforward, cohesive brand experience
- Built a digital experience that helped an urgent care grow their daily appointments
- Designed sites that rallied communities around successful political campaigns

O'Gara Coach - Visual Designer   Feb 2020 — January 2021
- Conducted heuristic analysis to discover opportunities to improve site UX design
- Presented a detailed analysis of user experience issues and potential solutions
- Made user interface and information design improvements for e-commerce that increased conversions
- Created motion graphics for social media

Thready - UX Designer & Researcher   Oct — Nov 2019

Collaborated to redesign a social messaging mobile app for IOS to better communicate value, increase user retention and improve product design.
- Conducted user research, interviews, and surveys and analyzed qualitative data to identify the best growth opportunities
- Reworked the brand identity to strengthen its voice and improve the visual design
- Used iterative testing to design mockups and prototypes to improve onboarding and increase retention
- Used agile methodology to ensure products were delivered in a timely manner

Cox & Kings - Visual Designer / Marketing Coordinator   Jan 2016 — Aug 2019

- Studied website metrics to design UI updates and implement with software engineers
- Created digital graphics and content for website, email marketing, and social media to communicate with target audience
- Led brand development through the transition of marketing leadership to ensure consistent imaging and communication
- Revitalized brochures with a fresh editorial design system

Art Division - Graphic Design Instructor   Feb 2016 — July 2017

- Developed presentations to introduce basic graphic design concepts and history
- Worked one on one in open studios to help students learn Adobe Creative Suite

Freelance Graphic Designer   Apr 2015 — Jan 2016

- Built an eCommerce site with HTML, CSS, and Javascript on Shopify with responsive design and user-centered principles for fashion brand Necessary Anywhere
- Created emails and social for successful political campaigns for Swell Creative Group
- Produced data visualization for NYC Go, the destination marketing organization of NYC

Aperture Foundation - Editorial Designer   Mar 2014 — Apr 2015

- Created design systems and visual identities for twelve photography monographs
- Produced wall graphics and wayfinding signage for three exhibitions with Adobe CS

Taschen - Assistant Designer   Jan 2013 — Jan 2014

- Implemented design systems and set type in a number of art books
- Illustrated icons and bespoke lettering for publications
- Employed and scaled design systems throughout books to ensure consistent designs

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Education

General Assembly   Nov 2019
User Experience Design Immersive

Parsons School of Design   May 2012
Bachelor of Fine Art, Communication Design