

Jon Tinman

Experience Design, Strategy & Leadership

Associate Director, Experience Design | Bounteous

2022-Current

- Provided strategic guidance to key stakeholders across Verizon Business Group as the UX Lead for the Verizon CX Innovation Studio
- Accelerated experimentation of B2B experiences by using AI to concept code-ready prototypes, gaining early alignment and user validation on concepts that are projected to increase key metrics by 5X
- Created AI heuristics for evaluating AI-enabled enterprise products, improving usability and consistency standards for a suite of B2B sales tools
- Led UX design for the 7 Brew mobile app, achieving \$980K in incremental revenue increase by guiding the product from an OOTB solution to a more custom experience aligned with business objectives and user needs
- Streamlined United Healthcare's member journey orchestration, improving member experience and delivering a new Adobe Journey Optimizer Playbook
- Led UX design of a B2B broker portal and provider finder combining Salesforce, DocuSign, and other software integrations, resulting in 200 new business leads at launch and a reduction in processing time for 11M provider records from multiple days to just 1.5 hours
- Led a research-driven approach to new business pursuits by using real and synthetic user research with AI-driven concepting, saving time and resources
- Facilitated co-creation, prioritization, and journey mapping workshops with senior executives including at CVS where we drove strategy to improve engagement of ExtraCare loyalty program with over 74M members

UX Manager | Fuzzy Math

2020-2021

- Managed a team of 6 UX Designers, delivering consumer-grade design for B2B and enterprise software users across diverse industries with complex needs
- Created a comprehensive design self-assessment for the team to identify individual strengths and opportunities across a broad spectrum of design skills
- Ensured delivery met client needs while providing design oversight across multiple projects at once

Lead UX Designer | Fuzzy Math

2017-2020

- Developed product roadmaps using insight-driven prioritization frameworks
- Led discovery efforts and executive-level workshops to understand complex enterprise systems and align cross-functional team on product vision
- Designed natural language generation interfaces for Narrative Science, enabling AI-driven data storytelling and enhancing insights accessibility within BI platforms like Tableau

Senior UX Architect | Allstate

2016-2017

- Led UX design and strategy for a suite of applications replacing outdated, legacy software across 11,000+ Allstate agencies
- Partnered with multiple product design and development teams to design a unified agent experience across a suite of applications, increasing operational efficiency, agent-user satisfaction, and ultimately customer experience
- Conducted regular in-field and remote user research to validate concepts and identify new jobs-to-be-done
- Collaborated with UX Researchers to optimize user research in a lean, iterative practice following an Agile XP methodology

Additional Experience...

UX Architect | Gogo

2015-2017

UX Designer | TandemSeven

2014-2015

Digital Production Associate | Independent Publishers Group

2011-2014

Education

M.S., Human-Computer Interaction:

DePaul University • Chicago, IL • 2016

B.A., Marketing, Journalism, Interactive Media:

North Central College • Naperville, IL • 2011

Study Abroad, Interactive Media:

Canterbury Christ Church University • Canterbury, UK • 2019

d.MBA Certificate:

"MBA for Designers" • Fall 2021 Cohort

Skills

Design: AI Prototyping • Enterprise Design • Wireframes • User flows • Information architecture • Design systems • Figma • Usability testing • SaaS Products

Strategy: User research • Data-driven design • Enterprise UX • Feature prioritization • Service blueprints • Workshop facilitation • AI heuristics

Leadership: Project management • Resource management • Mentoring • Stakeholder management • Collaboration • Culture building

Publications

Citations in Forrester publications and presentations: "Best Practices for Creating Effective Personas" • "How to Embed Responsible Design in your Company's Operating Model" • "Empathy in Digital Experience" - Forrester CXNA Presentation

Blog posts: Why Calm Technology Belongs in Enterprise Web Application and UI Design • Remote UX Design Workshops: Tips, Tools, and Best Practices • How to Conduct User Interviews Like a Journalist

Published excerpt: Exploring Experience Design by Ezra Schwartz

Industry interview: Empathy Maps: A Guide to a UX Mainstay (An Interview with Built in Chicago)

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jontinman.com • jontinman@gmail.com • Denver, CO & Remote • linkedin.com/in/jontinman