Belindah Jones
Service Designer

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Skills

Systems Thinking
User Research
Design Strategy
Project Management
Usability Testing
Workshop Facilitation
Storytelling
Information Architecture
Wireframing & Prototyping
Coaching and team building
Mobile App design

Technologies

Figma
Sketch
Invision
Mural
Airtable
Adobe CC
HTML
CSS
Github

Summary

Certified Experience designer skilled in designing end to end products and platforms in agile environments that are anchored in user research and testing while also embracing technology requirements, and business goals. Worked in several industries including Financial Services, Federal Government, Higher Education and Nonprofit.

Professional Experience

Manager | Capital One Financial Services
October 2017 - Present, McLean, VA

Translate user needs into elegant solutions for complex problems aligned around human-centered research while collaborating with tech, product, and design on research activities, strategy sessions, ideation, design, and testing of current and new product concepts.

• Led the research and information architecture for the feature overview redesign project streamlining toward a user interface that better conveys how a feature (machine learning input) is constructed, establishing it as an asset details pattern for future teams to leverage on the enterprise data platform.

• Streamlined a complex legacy system, while increasing engagement across internal customers and working closely with product and tech partners in an agile environment, utilizing insights anchored in human centered research and testing.

• Drove the feature quality tiers work, conducted qualitative and quantitative research to deliver a standardized criterion for defining quality on the features platform. This framework has been endorsed by enterprise data management and risk governance. This will provide a key measure of "trustworthiness" to support the enterprise platform goal of consumer reuse.

• Conducted secondary research and partnered with product and tech to map out producer and consumer experience user flows and user archetypes, providing a common reference point for integrated road-mapping and UX decisioning on the feature platform.

• Lead, coach and facilitate a monthly community of practice across the design organization through a knowledge share series. These sessions have been recognized by peers and leadership as being instrumental in breaking down silos in teams.

Adjunct Professor | University of Maryland Global Campus
June 2013 - December 2017, Remote, Adelphi, MD

Trained industry professionals and military personnel for the online undergraduate program in Digital Media & Web Technology. Courses taught included Interactive Design, Digital Media and Society and Adobe Illustrator.

• Trained students to meet degree requirements by remaining proficient in industry standard software, and serving as an expert in tools of interactive and visual design.

• Collaborated with faculty and the head of department to revamp courses aligning them to the needs of the industry.

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Certifications

Master UX Certified, NN/g
Fall 2023

UX Certified, NN/g
Summer 2019

Affiliations

Toast Masters International

UX Professionals

Interests

Painting & Drawing

Travel & Culture

Hiking

UI Designer | Dept of Homeland Security, U.S. Coast Guard
November 2015 – June 2016, Washington, DC

Supported officers and government workers in day to day assignments, including software training, and design support.

• Designed and developed print material for digital interfaces using user-centered principles and cohesive visual design to create elegant and intuitive solutions.

• Provided consultation and direction on complex design projects, that guided and informed decision-making to help solve visual and interaction problems while maintaining visual consistency and brand identity.

Professor | Art Institute of Washington
October 2005 – December 2015, Arlington, VA

Lead faculty in the Graphic design department. Created curriculum and lesson plans. Taught and coached students in foundations and graphic design courses. Organized portfolio shows showcasing student work.

• Collaborated with multi-disciplinary teams to refine and showcase projects, increasing student graduation rates.

• Established and fostered strategic partnerships and alliances with industry professionals thereby improving learning outcomes in the classroom.

Education

Master of Fine Art - Art & Design | Uni. of Iowa, Iowa City, IA
Thesis: Social Marketing of "Mother of Health" campaign

Master of Art in Art & Design | Uni. of Iowa, Iowa City, IA
Thesis: Cloth as a Tool of Communication

Bachelor of Fine Art in Visual Studies | Iowa State Uni, Ames, IA

Professional Development

Technical Learning | Capital One Learning Hive + Dataquest.com

Introduction to Machine Learning
August 2020

Introduction to Python
October 2020 - March 2021

UI/UX Design Career Training | BLOC.IO
June 2016 - June 2017, Remote

Outcome Oriented Career Training, that entailed building UX/ UI projects. This entailed conducting user research, developing wireframes, sitemaps, user flows, and creating interactive prototypes for usability testing while collaborating with a UX professional.