Innovative Experience Designer

JORDAN REISER

Seeking an executive position with an opportunity to direct agile design and development teams that build highly engaging useful products or services.

EXPERIENCE

Cognizant Technology
Experience Design Director

May 2021 - Present / Philadelphia, PA

At Cognizant, I currently run a team of hybrid UX and UI designers, content strategists, and design scientists within Idea Couture - a design innovation studio. I direct and strategize the activities necessary to craft advanced technical multitouchpoint experiential solutions and products within various customer and employee facing contexts on behalf of world class clientele. Most recently, my work can be seen and used in a major airline carrier's mobile app and elsewhere in a variety of verticals, extending from medical education platforms, frictionless AI camera driven checkout experiences, and to energy management software. I also craft and shape pitches and deals to gain the work, now exceeding $40M in revenue.

Sparks Grove / North Highland
Digital Product Manager and Product Design Lead, UX Design

September 2014 - May 2021 / New York, NY

Responsible for orchestrating and designing end-to-end customer service experiences for clients and the internal organization. Managed a team of cross-disciplinaries to develop the technological architecture, interfaces, human processes and behaviors necessary to support sustainable, engaging, interactive solutions for top brands through the use of behavioral design and narrative storytelling techniques. Promoted to the product group and became the digital product manager across all NH branded tools and internal work delivery tools.

Havas Worldwide
Experience Designer

March 2012 - September 2014 / New York, NY

Created comprehensive, experience design solutions aligned to client objectives via Web, software, hardware, social media, and SEO across industry verticals: finance, CPG, alcohol, IT, pharmaceutical, entertainment, and advertising. Gained expertise in agile techniques (story mapping, affinity mapping, pragmatic personas) lean startup methodologies & analytics, and responsive web design.

Hero Media
Digital Marketing Manager

October 2010 - March 2012 / Hackensack, NJ

Developed and implemented effective social media marketing and SEO strategies/ associated marketing programs to increase visibility, membership, social sharing, impressions, and web traffic for agency clients. Managed a team of 10 developers, animators, and off-shore designers in the Philippines. Wrote original scripts, concepted and produced videos.

INFO

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EDUCATION

University of Michigan, Ann Arbor
GPA: 3.3 , *GPA Major:* 3.6
Degree: B.A. 2008
Major: Screen Arts & Culture
Minors: Biology, Screenwriting

CERTIFICATIONS

- Harvard Business Lead@Cognizant Leadership Certification (July 2023)
- MIT Sloan: Innovation of Products & Services Course Certification (Sep 2019)
- S.A. Product Owner Certification (2018)
- Persuasion Emotion and Trust - Human Factors International (2017)

CAREER AWARDS

- MLEU Top Gun (Top 1% of performers) Award 2023
- 1st Place Recipient Lead@Cognizant Capstone Challenge
- Sparks Grove - 8 Honorable Mention "Tokens"
- North Highland Excellence Award (Comcast)
- Havas Village Fun Award (App Design)
- The Jersey Awards 2011 NJ ADClub

KEY SKILLS

Skill	Rating
User-Experience Strategy	●●●●●
Human-Computer Interaction	●●●●●
Service Design	●●●●○
Prototyping	●●●●○
Adobe Suite	●●●○○
HTML/CSS	●●●●○
JS	●●●○○
Video Editing	●●●●○
SEO & Digital Marketing	●●●●○
Behavioral Analytics	●●●●○

NOTABLE WORKS

Premier Commercial Insurance Brand / Single Pane of Glass
UX DESIGN DIRECTOR

Dec 2022 - May 2023

Designed the workplace of the future and underwriting platform for the world's leading commercial insurance provider that provides advanced toolsets, Generative AI solutions, data visualizations, and automations for teams to collaborate on together when underwriting insurance. I conducted many rounds of EX research, facilated 20+ people workshops, and directed teams to craft a solution that is truly one of a kind leading to $100M+ revenue into Cognizant for follow on development work and untold massive efficiency gains and dollar savings for this insurance client.

REVENUE BOOSTER

$25M design and development project

FOLLOW UP WORK

+$100M projected revenue gains

CHEVRON / AI Enabled Oil Operations Scenario Builder
UX / UI Lead

February 2020 - June 2020

A tool for oil engineering operations experts which relies on user defined inputs, machine learning, and algorithmic processes to produce optimal drilling, fracing, and production schedule or sequence options over 50 year time periods. Each scenario is weighted by key economic factors and is displayed automatically through a combination of outputs such as drilling sequence schedules, predictive economic and oil production forecasts, event labeled maps, and impact forecasts for connected networked facilities. Beyond this, the user/engineer is able to review, select, modify, and collaborate on their preferred sequence scenario to promote and share to key executive decision makers resulting in a dramatic

FACILITY SPEND SAVINGS

$150M every 30 years

WORKER TIME

3300 hrs or
$750K saved / yr

DMC: DYNAENERGETICS / B2B E-commerce Store
UX / UI Lead

October 2018 - February 2020

A digital transformation effort to convert a paper and email oriented perforating equipment business to a full-scale B2B e-commerce service ordering and management experience for an extremely complex product offering capable of multimillion dollar orders. The e-store experience also offers a first of its kind solution to gun string configuration, which is a tool that gives engineers full control to configure specialized multi-mile long customized oil extraction equipment.

USER RESEARCH

10 design workshops

FIRST ONLINE ORDERS

$3M

OPERATIONAL EFFICIENCIES

$800K

OFFICE OF THE GOVERNOR OF NEW JERSEY: NJ Transit Audit
Mobile App Experience & Service Design Research Lead

An assessment of the New Jersey Transit Mobile App and analysis of the service experience for riders of the transit system. Presented to the Governor and featured in the New York Times. Full Report: Chapter 7

PRESS

10+ news articles

MAJOR FEATURES ADDED

3 features: personalized alert system, improved layout & ticket mgmt