

JONATHAN TOBEY

DIRECTOR, PRODUCT DESIGN & USER EXPERIENCE STRATEGY

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ABOUT

I am an established leader in designing user interfaces for complex transactional applications, with over 20 years of experience in design consulting and interaction design for Financial Services and Consumer Web applications. Through close collaboration with clients and internal teams during the design and development lifecycle, I help to distill complex requirements into simple, elegant, yet powerful interfaces.

Rather than being dogmatic about process and prescriptive about approach, I am a pragmatic UX designer at heart, understanding the best tools and methods to use at the right time to get great results and create lasting value for my clients. I work using a wide spectrum of skills, from user research and strategy consulting, through participatory design and iterative Agile development. I have a passion for both hands-on research, analysis, and design work as well as a keen ability to find and develop world-class design teams, with a proven ability to shape and transform global organizations— and I try to have fun doing it.

EXPERIENCE

2020 - Present

PRODUCT DESIGN & UX STRATEGY CONSULTING

Work with a select group of clients to bring digital transformation to their businesses, using design thinking principles, Agile iterative design, and rapid prototyping to gain consensus, test hypotheses, and realize significant change that aligns with business strategy and user goals.

2009 - 2019

LAB49

DIRECTOR, USER EXPERIENCE (2013-2019)

Lead a global User Experience team of up to 45 designers across 4 offices, playing a hands-on role in all client engagements to interview users and uncover requirements, design innovative application interfaces, develop product roadmaps, and prioritize feature delivery to ensure project success. Establish a consistent methodology and quality standards to ensure delivery of engagements within budget, timelines, and exceeding client expectations.

- Responsible for account management, client relations, and staff development across multiple profit centers and geographies; represent the firm's brand and reputation globally through in-person meetings with senior client executives and conference presentations.
- Define user research strategy and methods, conduct user interviews to understand current state, and synthesize research findings into a concrete product strategy and roadmaps for design and development.
- Create initial design concepts, organizational models, user workflows, wireframes and prototypes to communicate and validate design direction for complex business applications.
- Present research findings and design concepts to multiple senior client executives to generate feedback, gain consensus, and unlock funding for subsequent implementation phases.
- Generate project proposals and contracts for client engagements; lead production of RFP responses, coordinating multiple disciplines to create comprehensive engagement strategies and implementation plans.
- Set and maintain global hiring standards to ensure consistently high-quality new hires for the team; establish training protocols and best practices to enable rapid ramp-up and contribution to client engagements.
- Instrumental in starting up new regional delivery capabilities in Washington, D.C. and Sydney Australia.

EDUCATION

1993 — 1997

BACHELOR OF ARTS

PHILOSOPHY

NEW YORK UNIVERSITY

EXPERTISE

USER RESEARCH

- Surveys
- Contextual Inquiry
- Structured Interviews
- Workshop Facilitation
- Experience Modeling
- Business Mapping

EXPERIENCE ARCHITECTURE

- Information Architecture
- Task Analysis
- Workflows & User Journeys
- Organizational Models
- Concept Sketching
- Responsive & Mobile-first

INTERACTION DESIGN

- Animation
- Prototyping
- Storyboarding
- Video & Motion Graphics

VISUAL DESIGN

- Branding & Identity
- Design Standards
- Color Theory
- 3D Modeling

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LAB49 (CONT'D)

SENIOR USER EXPERIENCE CONSULTANT (2009-2013)

Manage a 15 person UX design team for a global consulting organization focused on Capital Markets technology implementation. Employ User-centered Design techniques and iterative Agile processes to conceive, develop and deploy best-in-class trading, risk management and analytics applications for the world's leading investment banks and financial services firms.

2002 - 2009

MARSH

VICE PRESIDENT, USER EXPERIENCE

Hire, mentor and train 10-person global User Experience team, ensuring consistent, high-quality UX design across 20 business-critical internal transactional applications. Define and implement a standardized User Experience Design process and set of deliverables. Develop user research and usability testing plans, conducting primary research and user testing sessions, and documenting findings and recommendations.

- Design and develop internal business-critical insurance placement, claims, and knowledge management applications used by 12,000 global colleagues.
- Define and maintain corporate online design and architecture standards to build consistency incorporate branding across thousands of marketing sites and online applications.
- Create wireframes, site maps, functional specifications, use cases, and related design documentation for multiple application releases.
- Conduct usability testing and rapid prototyping exercises to iterate design concepts.
- Act as an evangelist for the User Experience discipline throughout the company, both within the technology organization and with business sponsors and stakeholders.

1999 - 2002

SAPIENT

SENIOR ASSOCIATE, USER EXPERIENCE

Act as a senior User Experience consultant for enterprise Web applications, working with clients to understand business requirements, design and enhance application architectures and workflows, define enterprise design standards, and work with multi-disciplinary implementation teams to execute against defined product roadmaps.

- Design the structure and user experience of a project by translating client business rules into functional requirements and information architecture for large web-based applications.
- Develop user-centered design systems, incorporating user testing scenarios, participatory design techniques and ethnographic research to define site functionality, navigation and interaction.
- Develop and articulate complex user experience technologies and technology benchmarks.
- Coordinate development efforts with multi-disciplinary teams of developers, designers, information architects, and writers to develop scalable and maintainable design systems.
- Manage front-end development teams during project implementation.
- Execute Web production tasks, including HTML, JavaScript, and CSS for client applications and interactive prototypes.