

# JONATHAN SHIH

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## SUMMARY

Hybrid experience designer and technologist with 6+ years' experience envisioning and delivering compelling technology-enabled experiences for the world's largest organizations, balancing design, technology, and business expertise to achieve solutions that are viable, feasible, and desirable.

## EXPERIENCE

2012 – present



### Deloitte Digital

#### Consultant

Client project highlights include:

*User Experience Strategist, Oil & Gas Supermajor*

- Planned/executed user research and discovery activities to improve the sales process and CRM system, conducting interviews and field observations in English/Mandarin with 46 users across 17 countries
- Translated research insights into personas, journey maps and key wireframes to set creative direction

*User Experience Design Lead, Fortune 100 Retailer*

- Redesigned the supplier onboarding experience on top of SAP, reducing task completion time by 95%
- Created interactive prototypes and conducted 10+ user testing sessions through design iterations
- Established best practices and governance standards for client UX team by building shared Axure and Sketch widget libraries and starting a living style guide, reducing wireframing time by 50%

*Business Analyst/Experience Design Advisor, Fortune 100 Retailer*

- Conducted portal capability gap assessment and story mapping against business goals to generate a prioritized product roadmap for a global employee portal serving over 250K users built on AEM
- Ran backlog grooming sessions with stakeholders to refine 300+ user stories for development
- Facilitated Agile UX delivery and handoffs between client creative and offshore development teams

*Functional Design & Test Lead, State Health Benefits Exchange*

- Managed a team of 3 onshore consultants and 10+ offshore developers to redesign and deliver an employer-sponsored health insurance portal that increased enrollment by 20% in its first 3 months
- Led client design sessions to develop business processes and detailed design specifications, facilitated user acceptance testing with 15+ client users, and oversaw production support and defect triage

2011 – 2012



### Cars.com

#### Application Development Intern

- Improved codebase maintainability by developing shared Java web services on an Agile product team

2011 – 2012



### University of Chicago

**Master of Science, Computer Science** (Cumulative GPA: 3.8/4.0)

2010 – 2011



### Epic Systems Corporation

#### Technical Services Engineer

- Triaged and drove development of critical fixes and enhancements impacting \$1M+ in revenue

2005 – 2010



### Northwestern University

**Master of Science, Engineering Design Innovation**

**Bachelor of Science, Mechanical Engineering with Honors, Music**

GMAT Composite: 760 (99%)

## SKILLS

- UX/Visual Design
- Design Research
- Wireframing/Prototyping
- Business Process Design
- Digital Strategy
- Agile Methodologies
- Customer Experience
- Conversational Mandarin

## INTERESTS

- Conservatory-trained pianist; performed at Ravinia and on Chicago's classical music radio station
- Amateur game composer; wrote soundtracks for and co-developed 5 mobile games on the App Store