

Jason Cranford Teague

Creative Technologist dedicated to bringing creativity & technology together

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What I do...

I am a **“full stack” User Experience professional** who has been deeply engaged in every aspect of product **conception, design, development, and deployment**. As a result, I have worked on everything from holistic **organizational strategies** to **usability** and **accessibility research** to **micro-interactions** in user interface design.

In addition, I am an experienced **writer, teacher, trainer, and mentor**, having managed numerous design and development teams. I have trained everyone from teams of developers on UX design to teams UX Designers on development and everything in-between.

Who I've done it for...

CranfordTeague | Creative Technologist

2016 – Present

- My agency collaborates with clients to **research** and understand **user needs** and translate those into **user** and **technical requirements**
- Guide concept development by building **high-fidelity prototypes** to explore new features, content, and digital experiences
- Train teams and individuals with carefully crafted **keynote talks, workshops, and courses**
- **Coach** organization teams and individuals on experience design, digital strategy, and creativity.

Capgemini | Sr. Design Director

2019 – 2023

- Budgeted and planned over a dozen projects with sales and development ranging between \$25K–\$500K
- Conducted user **research, usability evaluations, and design thinking** workshops to inform user **personas, journey maps, storyboards, and wireframes**
- Worked closely with design and development teams as bridge to ensure the best technical solution for users
- Utilized core web technologies (HTML, CSS, JavaScript) to create quick **high-fidelity prototypes** that allow accurate usability & accessibility testing, through experimentation, and rapid iteration

My Skills

- ➔ User Experience (UX)
- ➔ Customer Experience (CX)
- ➔ User Interface Design (UI)
- ➔ Visual & Graphic Design
- ➔ Design Thinking
- ➔ Design Frameworks
- ➔ Usability & Accessibility
- ➔ Digital Strategy
- ➔ Technical Writing
- ➔ Creative Direction & Management
- ➔ Agile Methodologies
- ➔ **And more...**

My Tools of Choice

- ➔ OmniGraffle
- ➔ Figma
- ➔ Sketch
- ➔ Adobe Creative Suite
- ➔ Microsoft Office
- ➔ **And more...**

Languages & Frameworks I Know

- ➔ HTML5
- ➔ CSS3/SASS/SCSS
- ➔ PHP
- ➔ JavaScript
- ➔ Bootstrap
- ➔ React.js
- ➔ Angular
- ➔ jQuery
- ➔ **And more...**

- Created **design standards, guidelines**, and **reusable components**
- **Recruited** and trained UX staff
- **Trained** sales, management, & development on UX design and accessibility

Capital One | Sr. Creative Director

2014 – 2016

- Researched and developed **consumer experiences** and interfaces across a variety of web, mobile and emerging digital platforms
- Partnered with Product and Engineering teams in **agile** environment to develop banking products
- **Mentored** a team of 50 UX professionals as head of C1 Creative Academy.

USA Today | User Experience Lead

2013 – 2014

- **UX research, strategy, design**, and **prototyping** for USA TODAY's content management system, helping to roll it out to other Gannett properties
- Worked as an embedded member of the development team, applying **agile methodology** to **UX design**
- **Trained** UX staff on current **best practices**

Forum One Communications | Managing Dir. of User Experience

2010 – 2012

- **Budgeted** and planned over a dozen projects with sales and development ranging between \$3K–\$200K
- **Managed** and **trained** a team of 12 UX professionals (Information Architects, Interactive Designers, and Interface Engineers)
- Provided **design** and **creative direction** for government and non-profit user interface designs, including The USDA, The EPA, and Educational Testing Service

Marriott International | Sr. Design Manager

2009 – 2010

- **Managed** and trained a team of 8 eCommerce designers
- Oversaw the **redesign** of marriott.com (a top 10 eCommerce web sites) 2009 Home page launch
- Oversaw the general day-to-day **UX design** needs of a major international hotel chain

My Education

University of Richmond

Certificate *in* Customer Experience
2023

Rensselaer Polytechnic Institute

Master of Science *with* Design
Certificate

1996

University of North Carolina, Charlotte

Bachelor of Arts in English

1994

Some Associations & Organizations

Rosenfeld Media

UX Experts Group Member

2014–Present

University of Richmond

Customer Experience Program Advisor

2019–2022

Drexel University

Media Arts & Design Adjunct Professor

2017–2019

World Wide Web Consortium

CSS Work Group Member

2006–2008

My Publications & Keynotes

I am a writer and speaker dealing with a variety of topics in digital culture and design through 18 books and dozens of articles and talks.

Books	bit.ly/JasonBooks
Articles	bit.ly/JasonArticles
Keynotes	bit.ly/JasonTalks

My Work Samples

Interested in seeing some of my product deliverables? Download them here → bit.ly/JasonWorkSamples

Thanks for taking the time to look over my resume.