

Jonathan Ledesma Brazeau

DESIGNER / VISIONARY / SYSTEMS THINKER

- Led multiple high-performing design teams over the last 13 years, delivering successful mobile apps for iOS/Android and launching SaaS products across domains such as data science and online food ordering.
- Strong in zero-to-one design and creative problem-solving, with a focus on customer-centric design.
- Passionate about mentoring and leveling up designers in their growth and development.

Experience

FIVESIXTWO

DESIGN MANAGER/LEAD

03/2020 - PRESENT (3 YRS)

- Led the recruitment and mentoring of 3 designers to strengthen our team, resulting in improved velocity across three teams
- Implemented a sprint-based design process, boosting productivity and project completion rates
- Optimized story point system, leading to 100% sprint completion rate for designers
- Led the design of multiple successful iPad apps and B2B SaaS web applications that saved our customers up to \$50,000 in time billed

CHOWNOW

DESIGN LEAD

04/2018 - 01/2020 (1 YR 10 MO)

- Led the successful relaunch of core online ordering product through innovative design solutions leading to a 1-3% increase in conversion rates
- Improved and advanced design system, resulting in increased designer velocity by 8 story points per sprint
- Promoted 2 designers to the next level by fostering growth and responsibility
- Established an entire UX research practice, identifying key tasks for user research and leading usability tests and interviews

NEGOV

SR. DESIGNER

03/2017 - 04/2018 (1 YR 2 MO)

- Successfully led the design team in developing a robust and accessible design system
- Was the principle designer behind a data-driven analytics tool and learning management system, taking them from zero to one

Contact

PHONE

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PORTFOLIO

jonathanbrazeau.com

UX Expertise

Descript, Hotjar, Invision
Prototyping, Usability
Testing, Task Analysis,
User Flows, Personas, RITE,
Contextual Interviews, Site
Mapping, Jira, Airtable

UI Expertise

Figma, Sketch, Principle,
Photoshop, Illustrator, In
Design, Basic Knowledge
of Front End Development
(CSS3, HTML5, JS, React,
Swift, Vue.js), WCAG 2.1

Leadership

Zero-to-one design, Team
Leadership, Design
Thinking, Design Manage-
ment, Roadmapping,
Strategic Planning

Jonathan Brazeau

- Worked closely with Product and Engineering with strategic definition, planning, and innovation of the Product Roadmaps for our B2B SaaS products
- Oversaw 3 design hires and facilitated team growth by leading design review meetings

DATASCIENCE INC

SR. DESIGNER

05/2016 - 04/2017 (1 YR)

- Was principle designer of a company-wide Datascience platform and data visualization system that allowed users to build reports as well as run and train models in the cloud
- Implemented a successful design sprint process to enhance team efficiency
- Championed the development of a flexible component system for expanding our software product line

UBIQUITI NETWORKS

SR. DESIGNER

02/2014 - 04/2016 (2 YRS)

- Managed the end-to-end development of a leads management platform resulting in increased sales efficiency and revenue growth for our WISP customers
- Contributed to the successful launch of a Solar panel monitoring and purchasing tool, improving our early adopter experience.

INTHEMO.COM / MOHAWK DIGITAL AGENCY

JR DESIGNER TO DESIGN LEAD

01/2010 - 01/2014 (4 YRS)

- Launched 10 projects for high-profile clients such as Intel, Global Citizen, Levis, UFCW and Random House
- Contributed significantly to the launch of both the IntheMo social platform and Mopro.com by leading the design efforts
- Led a team of designers that launched responsive websites, kiosks, iOS apps, interactive wall displays and web apps

Education

CAL STATE UNIVERSITY NORTHRIDGE

BA GRAPHIC DESIGN

06/2004 - 06/2008