

Jon Deragon

UX Director

Builds, leads and inspires skilled product design teams that create highly effective user-centered products. Considerable experience in design team management and getting truly hands-on with product design strategy, ideation, research, design and auditing.

Cultivates a can-do team culture and conditions for success for lasting collaboration, empowerment and ownership that makes for genuinely innovative thinking and product quality consciousness.

Passion for product design and UX transcends being merely a career path, but a field of expertise to champion the advancement and awareness of through international speaking, workshop facilitation, mentoring and participation in industry events.

Portfolio, presentations and articles available at jonderagon.com

Experience

- Mar 2019 to Present **UX Director, In Marketing We Trust**
Ho Chi Minh – Utilising design thinking, user experience and in-depth research as a powerful companion to insightful data driven conversion rate optimisation. Hands-on in advising, auditing and digital product design for category leading brands.
- May 2018 to Nov 2018 **Head of User Experience, Adayroi**
Hanoi – Management of User Experience for Adayroi, the e-commerce marketplace of Vietnam's largest private company Vingroup. Produced comprehensive design audits; increased UX capacity; provided leadership and hands-on expertise in ideation, research, workshops and interaction design of critical components and new products.
- Nov 2017 to Apr 2018 **Principal UX Consultant**
Melbourne – Contract engagements:
The Currency Shop, Principal UX Consultant – Redesign Project
Buzz Connect, Principal UX Consultant – AB InBev IoT Beer Fridge Project
- Feb 2017 to Nov 2017 **Lead UX Architect, Lazada**
Ho Chi Minh – Lead and mentored the Vietnam User Experience team composed of junior through senior UX practitioners. Worked hands-on in complex design challenges across desktop and mobile to maintain Lazada's e-commerce leadership position in key Southeast Asian markets. Improved business adoption of UX through a variety of education, process improvement, communications and relationship building initiatives.
- Mar 2016 to Jan 2017 **Principal UX Consultant**
Melbourne – Contract engagements:
Bourne Digital, Director of User Experience – UX Management
Prime Motive, Senior UX Consultant – Heuristic Evaluation Project
Seekmi, Principal UX Consultant – Expert Design Review Project

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| Jun 2015 to Mar 2016 | Vice President Product, Bizzy Indonesia <i>Jakarta</i> – B2B e-commerce for business supplies, technology and services procurement. Member of VP team and a key contributor involved since inception, partook in critical strategic business decision making; product design, UX and CX across all customer touch-points; functional and architectural planning; oversight of marketing campaigns and assets; continual product improvement initiatives and product team leadership. Used user-centered design processes and methods to ensure product uniquely addressed the highly diverse needs of the customer base. |
| Dec 2014 to Jun 2015 | Vice President of Product, Ardent Labs <i>Jakarta</i> – Ardent Labs served as an incubator for building Southeast Asian focused e-commerce startups. Responsibilities covered instilling user-centred design processes and culture across the organisation; ensuring product concepts have market fit and relevance; managing end-to-end UX process; facilitation of ideation, in-depth research, workshops and usability testing; and being hands-on with complex design and architectural matters. Handled team mentoring, up-skilling, UX capability and increased commercial intelligence; oversight of daily team operations and project progress. Involved in VP team strategy decision making and tended to general operational matters. |
| Feb 2012 to Nov 2014 | Director of User Experience, Technocrat <i>Melbourne</i> – UX agency focused on enterprise clients, managed team of 8 senior UX and design specialists for such brands as IAG, NRMA, RACV, Salmat and CarSales.com. Managed, built-up and provided vision to UX team; oversaw and hands-on across complete UX process; defined UX culture; key involvement in sales process of requirements gathering, costing, resourcing, tender response composition and presentation to decision makers; identifying growth opportunities in existing clients; resource allocation; building of Technocrat brand reputation and UX association; determining growth strategies; improve internal processes and quality of deliverables; partook in executive board decision making. |
| Nov 1997 to Feb 2012 | President, Visca <i>Toronto</i> – Design, usability and development agency, multi-award winning, generated over \$1.3m revenue, debt free and profitable in all years of operation. Over 70 clients including Volkswagen, Lazarus Labs, Reading Horizons, MobileJam, Partner Centric and Hudson's Bay Company. CMI Group consultancy relationship involved work on public sector projects for the province of Ontario. Responsibilities included being hands-on as client strategy advisor, lead designer and usability specialist, operations manager, client relations, financials, business development, project management and company growth. |

Capabilities

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| Discovery | Sketching | Interactive Prototypes |
| Ideation | Persona Profiles | Journey Mapping |
| Strategy | Story Mapping | Usability Testing |
| Research | Information Architecture | Heuristic Evaluation |
| Workshop Facilitation | Content Strategy | Contextual Inquiry |
| Auditing | High-Fidelity Wireframes | Competitor Analysis |