Jon Deragon
UX / UI 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

May 2020 to Present

UX / UI Director, FPT Software
Ho Chi Minh, Vietnam – Lead FPT Design competency unit with vision, fostering a culture and conditions for User Centred Design success and adoption across the organization. Accountable for implementing service offerings, best practice methods, processes, workflows and toolkit for highly effective designers. Support sales and bidding with design solutions, proposals, effort estimations and customer presentations. Strengthen team through collaboration, coaching, ample learning initiatives, license for creativity and strategic hiring.

Mar 2019 to Dec 2019

UX Director, In Marketing We Trust
Ho Chi Minh, Vietnam – Utilizing design thinking, user experience and in-depth research as a powerful companion to insightful data driven conversion rate optimization. Hands-on in advising, auditing and digital product design for category leading brands such as Salesforce, GlamCorner, CoreLogic and Globus.

May 2018 to Nov 2018

Head of User Experience, Adayroi
Hanoi, Vietnam – 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, interaction design and overall design quality of critical components and product features.

Nov 2017 to Apr 2018	**Principal UX Consultant**
	Melbourne, Australia – Contract engagements:
	The Currency Shop, Principal UX Consultant – Redesign Project
	Buzz Connect, Principal UX Consultant – AB InBev IoT Beer Fridge Project

Nov 2017 to
Apr 2018

Principal UX Consultant

Melbourne, Australia – 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, Vietnam – Lead and mentored the Vietnam User Experience team composed of senior through junior UX and UI 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, Australia – 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

Jun 2015 to
Mar 2016

Vice President Product, Bizzy Indonesia

Jakarta, Indonesia – 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

Jakarta, Indonesia – 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 organization; 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**
	Melbourne, Australia – UX agency focused on enterprise clients, managed team of 8 senior level UX and design specialists for engagements with 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; brand reputation building of Technocrat; determining growth strategies; improve internal processes and quality of deliverables; partook in executive board decision making.

Nov 1997 to Feb 2012	**President, Visca**
	Toronto, Canada – Oversaw multi-award winning design, usability and development agency; 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

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