



Jason Cook

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User Experience Designer engaged at the intersection of people and design. Possesses a keen eye for detail and proven experience collaborating and leading in varied environments and team settings. Operates from the guiding conviction that people truly matter - their ideas, their unique perspectives, their hopes.

Experience

PROFESSIONAL SKILLS

User Research
Comparative Analysis
Interface Design
Wireframes + Prototyping
Heuristic Evaluation
Usability Testing
Presentation Design
-
Public Speaking
Written Communication
Organization
Adaptive
Professionalism
-
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sketch
Balsamiq

EDUCATION

General Assembly - UX Design Immersive
Samford University - B.M. in Music

USER EXPERIENCE DESIGN STUDENT - GENERAL ASSEMBLY ATLANTA, GA | 2019

Full-time immersive student in the User Experience Design program consisting of 400+ hours (over 10 weeks) at leading instructional institution providing high-level professional training. Worked on individual as well as collaborative projects encompassing UX/UI techniques of user research, competitive analysis, user persona creation, data synthesis, affinity mapping, problem/solution statements, information architecture, design studio, sketching, wireframe and prototype creation, presentation and storytelling. Developed prototype and high fidelity mockup solutions for the following projects:

- **My Next Best** - A productivity mobile app with specific focus on life activity prioritization
- **Williams-Sonoma** - An e-commerce microsite focused on equipping and resourcing new cooks
- **Atlanta-Region Transit Link Authority** - A mobile app solution for agency coordinating public transit in metro Atlanta
- **The Homer Fund** - Redesigned website for internal-facing non-profit organization that makes crisis financial assistance available to over 400,000 employees of The Home Depot

MANAGER/GENERAL MANAGER - CHICK-FIL-A MOUNT PLEASANT, SC | JANUARY, 2010 - JULY, 2012

- Spearheaded the total operation and oversight of a \$3.5M annual business
- Directed and led 50+ restaurant employees, including management personnel, team leaders, and team members while monitoring for top employee performance
- Oversaw key human resources functions including recruiting, interviewing, hiring and terminating employees ensuring the selection of qualified candidates for each position
- Introduced improved cost-saving measures for labor, food expenses, etc. toward optimal profitability in a down economy
- Directed staffing transition and training during expansion of drive-thru facilities, ensuring customer experience remained consistently satisfying and expedient

VOCATIONAL MINISTRY - VARIOUS 2000-2019

- **Graphic Design/Communications** - Designed and executed all top-level communications and marketing systems in keeping with strategic needs for each church where I served on staff, including digital, print, and video.
- **Training** - Developed and delivered essential resources and training to ministry leaders and volunteers in environments ranging from weekly classes to special conferences and events including extensive curriculum assessment/implementation, and ongoing personnel development.
- **Event Planning** - Created, organized, and helmed overall responsibility for yearly large-scale, off-site event spanning multiple days each year for 500+ people - Oversaw all facets of event from ideation, securing and negotiating vendors, off-site logistics, promotion and production of event materials, to key-note speaking including coordinating offsite locations, catering and other logistical needs, and leadership for event team.