

## **Jordan Marks**

**UX Design Fellow** - General Assembly

[jmarks43@gmail.com](mailto:jmarks43@gmail.com)

415-246-6321

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### **Brand Statement**

From conducting competitive analysis for commercial real estate appraisers to presenting digital marketing packages for the trade industry, I have a broad foundation of experience in research, sales and marketing. I am a user-motivated idea man that strives to develop empathetic platforms.

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### **RELEVANT EXPERIENCE**

**General Assembly - San Francisco, CA**

**June 2020 - Present**

*User Experience Design Apprentice*

*Enlighten Robotics | UX Design Consultant | Team Client Project*

3 Week Sprint

- Three person team client project to design robotics dashboard from scratch
- Performed comparative research, layout and feature analysis, designed # wireframes and two interactive prototypes
- Delivered final prototype for client to present to potential shareholders

*Medical Guardian | Team Concept Project*

2 Week Sprint

- Team concept project for an iOS app connecting to emergency response devices
- Conducted competitive and comparative research as well as third party research, managed information architecture, and designed interactive prototypes
- After 2 design interactions, usability scores went from 72% to 100%

*Left Bank Books | Solo Concept Project*

2 Week Sprint

- Solo concept project for redesign of a community-owned bookstore website
- Performed user research, competitive and comparative analysis, as well as creating wireframes and prototypes for redesign proposal
- Decreased total amount of time to complete online purchasing by 40%

### **ADDITIONAL EXPERIENCE**

**Blalock Consulting** - Remote

**June 2012 - June 2020**

Market Research Analyst

- Compiled and summarized competitive research on approximately 500 hundred hotel properties in the U.S

- Researched, and analyzed data on hotel markets using methods such as feature inventory, revenue or occupancy trends, and unemployment growth
- Summarized key findings in written reports

**Service.com.au** - Surfers Paradise, QLD, AU

***Aug 2018 - Dec 2018***

Jr. Account Manager

- Conducted over 100+ calls on a daily basis in a full-cycle sales process from prospecting to closing with payment details
- Expanded online exposure for tradespeople and service providers seeing at least 10% growth in new business for 10 clients in 3 month span
- Followed up with clients to ensure they were properly utilizing the product and making the most of incoming customers to their business

**Brayton Purcell** - Novato, CA

***April 2017 - June 2018***

Bankruptcy Case Clerk

- Followed procedures to process approved, dismissed, and deficient claims from established trusts belonging to defendants
- Expedited the settlement process by adding new material to firms information systems on claims for clients whom had contracted work-related illnesses such as mesothelioma and asbestosis
- Successfully contributed to the finalization of settlements totaling over \$1 million

**Austel Marketing** - Robina, QLD, AU

***May 2016 - Nov 2016***

Outside Sales Representative

- Initiated over 200 daily calls regarding financial services while generating over 50 leads per week
- Recommended the appropriate product based on customer needs, demographic information and applicable regulations

**Brayton Purcell** - Novato, CA

***Jan 2015 - Nov 2015***

Data Coordinator

- Contributed to the renovation of the company's legal case management system
- Conducted thorough research to rearrange information in the systems contact list for the company's public relations project
- Reduced over 400gb of excess data in company-wide system

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## **EDUCATION**

*General Assembly* - User Experience Design Immersive - June 2020

*Purdue University* - B.A. Marketing - May 2014

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**TOOLS**

Photoshop - Figma - HTML/CSS/JavaScript - Miro - Whimsical - Excel - InDesign

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**SKILLS**

UX/UI Design - Market Research - Feature Inventory - Competitive Analysis - Comparative Analysis - Sales - Marketing - Writing - Lead Generation - Wireframing - Prototyping - Sketching - User Flow Design