

Jay Anthony Morgan

User Experience, Information Architecture, Interaction Design

Summary

My role as a user experience professional is to help businesses make good decisions on how to communicate and interact with their customers and audiences. I have advanced experience in UX leadership, as an IA practitioner, and as a UX manager.

I have successfully operationalized usability testing and user experience design methods in two billion-dollar ecommerce corporations. I have built and managed a UX team at a marketing agency. I have provided the user research, information architecture and interaction design for ecommerce search and browse redesigns, and secure community sites.

Accomplishments

Building Target Interaction Design Pattern Library. Role: Project Owner, conception to launch

Building a UX Team and Program at Gage. Role: UX Director

Defining Target Design Personas. Role: UX Project Lead

Building a Usability Lab and User Experience Research program at JCP.com. Role: Project Owner.

Experience

Director of User Experience July 2008 – Present,
Gage Marketing Group, Minneapolis, MN

The first Director of UX hired by Gage. Responsible for building the UX practice, the team, and establishing UX work as a pillar of Gage services for new and existing clients. Working on social, marketing, and transactional B2B and B2C projects.

- ***Generating new business by bringing in UX-only and UX-intensive projects.***
- ***Hire, manage and direct information architecture, interaction design and user experience research.***
- ***Produce information architecture and interaction design for applications on mobile, web, and desktop.***

Senior Information Architect July 2006 – July 2008,
Target Interactive Marketing (target.com), Target Corporation, Minneapolis, MN

Information Architect for Target.com Platform Creative Team, Target Financial Services, Target Corporate, Target Careers, Target India

- ***Lead the initiative to define, build and launch the Target Design Pattern Library, including asset and code libraries***
- ***Championed & developed Task Mind-set Personas for interaction design***
- ***Interaction design for a new attribute-based navigation system***
- ***Interaction design for a new search redesign project***
- ***Manage and direct agency information architects, interaction designers and user experience research teams.***
- ***Define and document accessibility- and assistive technology-oriented transactional web sites***
- ***UX Lead making the vision prototypes for future Target.com milestones***
- ***Championed & introduced iRise Application Simulator for iterative prototyping***
- ***Introduced Forrester Web Site Review® as a heuristic evaluation tool***
- ***UX Lead for Target Widget Strategy for desktop, web and mobile widgets***

Interface Coordination Manager August 2004 – July 2006,
JCPenney eCommerce (jcp.com), L.P., Plano, TX

Information Architect, User Experience Researcher, and Interaction Designer for the \$1B ecommerce company

- *Established Information Architecture and Interaction Design Guidelines for UX analysis and design*
- *Established usability goals, metrics, and testing methods for JCP design lifecycle*
- *Championed & acquired a digital usability lab at JCP corporate headquarters.*
- *Usability lab owner & administrator*
- *Created usability test plans, protocols, scripts, scenarios, tasks, screeners, and surveys*
- *Made usability testing part of the standard web development project plan*
- *Introduced iterative design and testing by integrating prototyping and usability testing*
- *Conducted user experience research for attribute-based navigation and search redesign projects*
- *Executed information architecture, interaction design and specifications for web projects*
- *Managed agency teams conducting information architecture and user experience research.*

Usability Intern May 2004 – August 2004,
Usability Sciences Corporation, Irving, TX

User experience researcher in a 2-member consulting team.

- *Plan, create, log, analyze, and report on Usability testing for clients in multiple industries.*
- *Test Methods: Express Tests, Benchmark, Competitive & Comparative, Design Walk-throughs, Remote Prototype testing.*

Systems Analyst 1999–2001,
Digital Motorworks Incorporated, Austin, TX

Content Manager in a successful web start-up.

- *Operating DMI's proprietary software to extract data from dealership databases and post it on their web sites.*
- *Manage content for automotive-industry clients like Cars.com, and Ford.com.*
- *Using SQL for database queries to troubleshoot content issues and repair them.*

Education

Master of Science, Applied Cognition & Neuroscience

University of Texas at Dallas, TX, August 2004

Bachelor of Science, Cognitive Science, *Cum Laude*

University of Texas at Dallas, TX, August 2003

Undergraduate Studies, Physics & German, GPA 3.2

The University of Texas, Austin, TX 1998-2000

1993 – 1997

Undergraduate Studies, Chemistry & German, GPA 3.86

Centenary College of Louisiana, Shreveport, LA, 1993-1997

German Language Proficiency (reading and conversational)