

Jay Anthony Morgan

User Experience Consulting, Information Architecture, User Research, Prototyping

Summary

As a user experience professional I help businesses make good decisions on how to communicate and interact with their customers. I am an experienced UX leader, Information Architect, User Experience Researcher, and UX manager.

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

Accomplishments

Defining IA and Interaction Design for Best Buy's iPhone & Android Apps. Role: UX Consultant

Building Target Interaction Design Pattern Library. Role: Project Owner, concept 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

Principal UX Consultant March 2010 – Present

Excited States, Inc., Minneapolis, MN

Independent UX consultant at Excited States. Responsible for business development, UX consulting, and day-to-day operations

- **Defining the information architecture, building prototypes** for Best Buy's iPhone and Android applications in an agile product lifecycle. First, defining an in-app checkout to support purchase and fulfillment options, which released in November 2011. Now, re-architecting the apps to advance the overall UX, based on user research findings.
- **Defining an enterprise plan** for audience segmentation, persona development, and an information architecture template system, or "parti", for a global manufacturing and engineering company.
- **Prototype and document functional specifications** for a new digital media delivery service for an electronics retailer.
- **Define and prototype** new community, profile, and regional sites for an online natural and organic food site.

Director of User Experience July 2008 – March 2010,

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**
- Interaction design for a new **attribute-based navigation system and 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
- Introduced Forrester Web Site Review® as a heuristic evaluation tool

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 **usability goals, metrics, and testing methods** for JCP design lifecycle
- Championed & acquired a digital usability lab at JCP corporate headquarters
- Operationalized usability testing part of the standard web development project plan
- Introduced **iterative design and testing** by integrating prototyping and usability testing
- Managed agency teams conducting information architecture and user experience research.

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)