



# Jonathan Pierce

<https://jonathanpiercedesign.com>

Product Designer & Front-End Developer

With a passion for efficiency, and effective design, my focus is helping design and development teams build and maintain thoughtful design systems. With a background in Adobe Experience Manager and multi-brand organizations, my experience has taught me the value of scale; using atomic design principles and modern development methods to bridge the gap between design and development.

## CONTACT

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## EDUCATION

**Bachelor of Science 2006 - 2010**

**Communication Studies**

Liberty University, Lynchburg, VA

## APPS & SKILLS

Figma

Adobe XD

Sketch

InVision

Design Systems

Atomic Design

Adobe Creative Cloud

Adobe Experience Manager

Responsive Design

Application Design

iOS Design

Agile

Google Analytics

JIRA/Confluence

Github

HTML5/Sass

Zurb Foundation

Bootstrap

## EXPERIENCE

### **Product Designer (Contract)**

*Dropbox | 2021 - Current*

### **Design Lead (Contract)**

*Publicis Sapient | 2021*

Design team lead for Goldman Sachs. Responsible for wireframes, flowcharts and integration of a new design system into a legacy product.

### **Senior UX Designer (Contract)**

*Nestle Purina North America | 2020 - 2021*

Design team lead for a new design system to support Purina's multi-brand website platform. Responsibilities include building atomic based design files (with Figma), collaboration with front-end developers, UX writing and documentation, workshops, training and workflows centered around ongoing maintenance. Also, responsible for designing the future state UI/UX of Purina.com.

### **Creative Manager**

*Bass Pro Shops | 2019 - 2020*

Responsible for the leadership, direction, and mentorship of a team of designers, copywriters and front-end developers. This includes leading creative and holistic thinking across diverse product releases, platforms, and devices for White River Marine Group. Also, responsible for delivering a UX vision, along with a plan for evolutionary, iterative updates, that actualize the larger vision over time.

## TRAINING & AWARDS

### **AAF Gold Addy**

Tracker Off Road Website, 2020  
Heartland

### **Apple App Store Feature**

Moxy, April 2015  
Best New Apps and Lifestyle

Dapper, November 2014

Best New Apps, Lifestyle and Buy with  
Apple Pay

### **Reach Design Leadership Conference**

2017 New York, NY

### **Adobe Summit**

2018 Las Vegas, NV

### **Nielsen Norman Group**

UX Training 2019 Boston, MA  
UX Training 2017 Chicago, IL  
UX Training 2012 Chicago, IL

### **2012 AMA Prism Award**

Corporate Identity  
Pickering Creative Group

### **Student Mentor**

*Thinkful | 2020 - Current*

Support UI/UX students by acting as an advisor, counselor, and support system as they complete the course and land their first industry job.

### **Senior UI/UX Designer**

*Bass Pro Shops | 2015 - 2019*

Responsible for the UI/UX design for White River Marine Group; the parent company for marine brands like Tracker, Ranger, Nitro, Mako, Triton, Bass Pro Boating Center and more. This role's primary focus is centered around the migration to Adobe Experience Manager (AEM) for all brand websites. Aside from the UI/UX design, this includes creating and maintaining a central design system and component library, UX design for AEM internal authors and story writing for product requirements.

### **Lead UI/UX Designer**

*Dapper Shopping, Inc. | 2014 - 2015*

Responsible for the overall UI/UX of iOS apps, Dapper and Moxy. Other roles include brand identity design, wireframing concepts, prototyping interactions, quality assurance and testing, design and HTML/CSS of the marketing website, design and HTML for transaction emails and marketing materials for web/print media.

### **Senior UI Designer**

*Liberty University | 2012 - 2014*

Design team lead for all web and app related projects. Responsible for creating and enforcing brand guidelines, prioritizing and assigning projects to designers and wireframing overall UX of each product. Projects included iOS and Android applications, responsive websites, complex internal web applications and student facing app tools.

### **Graphic Designer**

*Pickering Creative Group | 2010 - 2012*

Designed and developed marketing initiatives for various clients. Included branding, web design, web development, print advertising, and marketing strategies.