

JACOB MAYNARD

Interaction Designer



Strong strategic thinker with a passion for delighting people. Currently I lead design on a small discovery team focused on finding consumers more money. While mainly focusing on creating information architectures and designing user experiences, I also enjoy prototyping and getting my hands dirty with code.

SKILLS & TOOLS

- Design for Delight Evangelist
- Information Architecture
- User-centered Design
- Design Research
- Guerrilla Ethnography
- Usability testing
- Rapid Prototyping - Axure
- Wireframing - Omnigraffle
- Adobe Suite (Photoshop, Illustrator, InDesign)
- HTML5, CSS3, Javascript, jQuery

MEMBERSHIPS

- UX Speakeasy - San Diego IxDA Chapter
- SandCHI - UX Professionals Network



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EXPERIENCE

Intuit

Senior Interaction Designer [2012 - current]

- Explored the small business environment in Australia and inspired the QuickBooks Australia team with a user-centered lens towards product and marketing.
- Lead design on a small discovery team focused on finding people more money. Each member of the team was not confined to their job titles and I did a little of everything from copywriting to research to analytics.
- Collaborated on an unprecedented contextual design research study. The team created a tax lab to meet people where they are to better understand their hopes, fears and dreams.
- Helped with early design research and concepting of new TurboTax experience for returning users.
- Curated a list of trends and insights that directly influenced the design strategy for TurboTax.
- Designed tax flows, prototyped, and developed the front-end for a new tax product designed for simple tax filers.

Intuit

Experience Design Co-op [2011]

- Optimized the tax import experience in TurboTax Online and Desktop.
- Redesigned the tax extension product from the ground up.

EDUCATION

Rochester Institute of Technology

B.S. in Business Administration [2008 - 2012]

Major in New Media Marketing

Minor in Web Design & Development

HONORS: Beta Gamma Sigma Inductee, RIT Honors program, RIT Presidential Scholarship, New England's Graphic Arts Scholarship

AWARDS

Scott Cook Innovation Award [2014]

SPEAKING AND TEACHING

Demystifying Emotional Design - Zillow Speaker Series

Digital Product Design: Understanding Emotional Design - Skillshare (<http://skl.sh/1jqYHZ5>)