Jonathan Romine

I am an experienced leader in UX and Product Design. I have a strong passion for transforming e-commerce experiences. Over the past 16 years, I have mainly worked in retail and B2B sectors. My leadership style is based on the servant-leader mindset. I am committed to encouraging an environment of collaborative innovation and cultivating the skills of my team members.

I specialize in creating cohesive design systems that encapsulate brand identity and drive business initiatives forward. My approach to design is centered on understanding user needs with business objectives and employing human-centered design principles. I try to unravel complex challenges and improve operational workflows. I am well-versed in constructing information architectures that promote frictionless user experiences and perform rigorous user research to support the iterative evolution of our digital products.

Professional Experience:

Manager of User Experience, *Rexel USA® (2018 - 2023)*

Promoted from Lead UX Designer to Manager of UX leading a team of UX Designers and Front-end Developers to improve the user experience of our B2B sales and marketing tools for various Electronic Supply groups under Rexel USA by overhauling our customer-facing site and internal applications.

- Designed 'Central Suite' for Rexel USA, an integrated e-commerce solution encompassing Customer Relationship Management (CRM), Order Management System (OMS), Product Information Management (PIM), Track-n-Trace, Proof of Delivery (POD), and operation platforms. These applications were tailored to meet the unique requirements of Rexel USA, its 300 locations, and its clientele.
- Worked alongside teams from Rexel USA, Platt Electric, Gexpro, and various online ventures to elevate our user experience within its ecosystem. Working with different team leads and educating on design principles helped embed a solid design experience team focus that became more than a collective mindset but a part of our DNA. These efforts led to a more comprehensive design and engineering solution that better team involvement across multiple brands. This helped improve the understanding of our product strategy and user needs, their challenges, and deciding when and how to craft an awesome end-to-end experience.
- Implemented a comprehensive Design System to ensure uniformity in user interface elements and behaviors throughout our digital assets. These design standards supported our efforts when creating visual concepts, and user journeys. Refine components throughout our enterprise solution and maintain WCAG Website Compliance all these factors improve our overall storefront experience. Our research and Quantitative Data point helped quantify many business objectives that personalized the user journey to ensure the effectiveness of these changes. Performed A/B testing using various interactive prototypes (Sketch, InVision, or Figma), and questionaries allowing us to continually refine and optimize the user experience.
- In synergy with Engineers, Marketers, Stakeholders, Business Analysts, Vendors, key clients, and Product Managers, carved out robust business strategies. These were honed through user feedback, iterative tests, and design refinements, prioritization of work items in creating a more user-driven e-commerce approach. This collective endeavor has culminated in a notably more captivating and effective shopping experience for our customers.
- These enhancements significantly boosted user engagement and propelled digital sales past the billion-dollar threshold. The platform now consistently accommodates over three million unique pageviews each week, underscoring our dedication to offering an intuitive, streamlined, and aesthetically pleasing experience for our diverse clientele.

Skills: Product Leadership, Manage Products, System Design, Service Design, Design Thinking, Prototype, Mockups, High Fidelity, Emerging Technologies, User Flows, Storytelling, Storyboards, Creative Concepts, Project Innovation, User Research, Visual Design, Team Collaboration, WCAG, SaaS, and Agile Methodologies.

Sr. UX Designer, *Platt Electric Supply® (2016 - 2018)*

Promoted from UX Designer to Sr. UX Designer, these roles involved shaping the UX landscape for a suite of B2B tools at Platt Electronic Supply while spearheading the complete redesign of the company's online storefront. The challenge and opportunity lie in extending these enhancements to the extensive customer base of our parent company, Rexel USA, ultimately contributing to a more seamless and rewarding experience for all users.

- Member of a compact UX Design team focused on optimizing user experiences for a B2B sales and marketing tool suite tailored to Platt Electronic Supply and its strategic development.
- Playing pivotal in a comprehensive redesign project to completely revamp Platt's consumer-facing online storefront.
- Objectives encompass improving website layout, navigation, and overall user interface to deliver an exceptional online shopping experience.
- The goal is to make the platform more intuitive, efficient, and visually appealing for a diverse customer base.
- Notably, this project extends beyond Platt users, as we are tasked with rolling out our transformative designs to the broader customer base of our parent company, Rexel USA.
- Collaborated closely with cross-functional teams, including Developers, Marketers, and Product Managers, to implement a business strategy and the assurance that our products are implemented at the highest level.
- Launched new websites that showed a 150% increase in sales after the first year.
- Boosted digital sales from 5% to 20% of total origination.
- Gathered user feedback, conducted usability testing, user interviews, and iteratively refined our product designs to meet customer needs and expectations.

Skills: Product Design, Design Thinking, Prototype, Storyboards, Creative Concepts, Project Innovation, *Service Design*, User Research, Visual Design, WCAG, *and Agile Methodologies.*

UX Designer & Developer, *Victory Outreach International® (2013 – 2016)*

- Worked with a team of Designers and Developers to redesign and relaunch of our website and many customer account tools, emphasizing mobile optimization and enhanced user experience. Through comprehensive user research, I refined multiple product features, crafted wireframes, and developed interactive prototypes.
- Worked with stakeholder and business leaders to introduced intuitive UI & UX designs and integrated a live stream video service for events.
- Improved account and payment processes and innovated within WordPress by creating custom themes and plugins.
- Devised and implemented SEO strategies, encompassing site analysis, keyword research, and link-building opportunities, ensuring optimal online visibility.

Skills: Product Design, Prototype, Storyboards, Creative Concepts, Project Innovation, User Research, Visual Design, Team Collaboration.

PRIOR WORK HISTORY

Sr. Designer / Web Developer, *Hemosure*

UI Designer & Developer, *O-Life LLC*

Graphic & Web Design, *Gentex Corp*