

JASON KJOLSING

UX UI Design Dev

Contact

📍 San Diego, CA
✉️ kjolsing@gmail.com
🌐 LinkedIn
🌐 <https://jasonkjolsing.com>

Skills

Research

Journey Maps
User Personas
Storyboards
Rapid Prototyping
Usability Testing
Competitor Analysis
Questionnaires
Heuristic Analysis
User Requirements

Design

Ecommerce Experience
Low & Hi-Def UI Wireframes
Accessibility Design
Responsive Design
Cross-Channel Experience
Brand Style Guides
Graphic Design
Email Design

Tools

HTML / CSS / JS
Illustrator / Photoshop
Google Analytics / Ads
Pardot / Salesforce
Axure / Balsamiq
Wordpress / Wix
Fullstory

Education

Google Ads Certificate

Prototyping Certificate
NovoEd Design Kit

University of California,
San Diego Extension
User Experience Professional
Certificate

University of California,
San Diego
M.A., Anthropology
B.A., Anthropology

About Me

As the Senior UX Designer at Active Motif, I apply a customer-first mindset to biotech web design and marketing to drive revenue through optimized digital experiences. I'm passionate about creating intuitive, user-centered designs that deliver seamless omnichannel journeys to unlock a brand's full commercial potential.

With a strong foundation in marketing, ecommerce, and digital strategy, I bring cross-functional expertise to projects that align user needs with business goals. I have a proven track record of leading collaborative initiatives, navigating complex stakeholder environments, and managing change to ensure successful adoption.

Experience

Senior UX Designer

Active Motif 2025 - Present

- Lead cross-functional website improvement initiatives, managing the full UX lifecycle—research, design, prototyping, testing, and performance analysis—to drive continuous user experience and conversion optimization. Oversee project budgeting, proposal development, executive presentations, contractor management, and post-launch reporting, delivering projects on time and within budget.
- Assist managing Google Ads campaigns and creating email engagement campaigns to create an always-on ecosystem that delivers educational resources and product recommendations to interested customers.
- Manage updates to our ERP system to improve its usability for internal stakeholders.

Lead Brand and UX Designer

Active Motif 2021 - 2025

- Led international ecommerce expansion by enabling online ordering for Canada and Europe, and implementing a digital quote request system to streamline global customer purchasing and internal sales workflows.
- Spearheaded the launch of an online order history feature with one-click reordering.
- Directed accessibility initiative to achieve WCAG compliance, improving usability for all customers.
- Designed a personalized email welcome campaign, boosting early engagement and enabling segmented follow-up content based on user interests.
- Built interactive dashboards for real-time tracking of web and ecommerce KPIs, enabling stakeholders to identify performance shifts and react proactively with data-driven adjustments.

Lead Brand Designer and Web Developer

Active Motif 2020 - 2021

- Redesigned Active Motif's website using heuristic analysis, user observation, and competitor benchmarking; delivered new layouts, navigation, and code enhancements that improved UX and streamlined content discovery through filters and standardized design components.
- Launched a customer feedback initiative by developing in-depth product surveys and website feedback tools, increasing actionable responses twentyfold within the first year.
- Created 2 core customer personas and mapped key buyer journeys using data from over 100 customer survey responses, guiding new content development and enhancing cross-channel messaging relevance.
- Expanded and enforced a comprehensive style guide adopted by 5+ departments, aligning branding across digital and print assets and reducing design inconsistencies in collateral and web content.

Web Content Coordinator

Active Motif 2019 - 2020

- Managed ongoing website content and UX updates; designed and launched 25+ product, service, and educational resource pages, improving visibility for key marketing campaigns and SEO.
- Designed 100+ branded assets for web, email, print, and sales enablement materials, ensuring cohesive visual identity across marketing channels and streamlining internal content production.
- Created and deployed weekly email campaigns; created daily social media posts that consistently supported campaign launches and product visibility.

UX Researcher and Designer

Cultivate 2016 - 2017 (Part-time)

- Defined the UX research and design strategy for a startup consultancy applying design-thinking to solve operational and communication challenges for small businesses and community organizations.
- Led market validation and client discovery efforts through interviews and surveys; translated insights into actionable consulting proposals and user-informed design for Cultivate's website and brand experience.
- Collaborated with a multidisciplinary team to research, prototype, and present an interactive hiking trail experience and safer street crossing solution to California State Parks and the San Diego City Council, supporting a regional trail expansion initiative.

Quality Assurance Tester

Veyo Logistics 2015 - 2016 (Part-time)

- Uncovered technical issues and usability friction points in a non-emergency medical transportation app by testing the user sign-up flow and mobile driver interface; delivered actionable insights that shaped development priorities for future releases.
- Executed comprehensive usability and functionality testing by simulating real-world driver scenarios, enabling the product team to resolve key experience barriers and support successful rollout into new markets.