

# JASON KJOLSING

UX Research UI Design Web Dev

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## About Me

I'm a researcher, designer, and developer that loves helping businesses grow by eliminating frustrating user experiences and designing intuitive ones. My interest in human behavior led me to my training in Anthropology while my passion for design and web development brought me to UX research and design. My experience includes a variety of services and industries, from web design and development to brick-and-mortar services, and from prototyping a hiking trail to testing a mobile transportation app.

## Experience

Associate Archaeologist *ASM Affiliates*  
2018-Present

I lead teams in documenting and researching archaeology sites and coordinate with private developers, Native American groups, and government agencies to ensure our clients are in compliance with environmental laws. I focus on finishing projects on time and within budget by documenting client needs at each stage of the project, designing intuitive maps for a range of stakeholders, and creating data visualizations that help us interpret our research.

UX Researcher and Designer *Cultivate*  
2016-2017

I developed the UX research and design strategy for a business consultancy startup that used design-thinking methods to solve problems for small businesses and community organizations. I tested market interest in our services, researched the needs of potential clients, pitched projects to clients, and used my interviewers with small businesses to design Cultivate's website. As part of an hiking trail expansion in San Diego, our team researched, designed, prototyped, and proposed an interactive trail experience and a street crossing to State Park Officials and San Diego Council Members.

Quality Assurance Tester *Veyo Logistics*  
2015-2016 (Part-time)

Veyo is a non-emergency medical transportation startup with a mobile app that connects drivers with passengers. I was responsible for finding technical issues and usability pain points in the user sign up process and for the mobile driver app. Know for my attention to detail, I systematically described issues for the development team to target in future iterations. As Veyo rapidly grew, I conducted usability and functionality testing for the mobile driver app by simulating user experiences and tasks, helping the company solve user pain points for new markets.

UX Researcher and Designer *BriskTravel (design concept)*  
2015

BriskTravel is a design concept for a travel planning and booking service targeting backpackers desiring travel flexibility and low costs. BriskTravel's main feature is a trip planner map that allows users to quickly compare nearby destinations, travel routes, lodging options, and costs. I developed BriskTravel by becoming a "UX team of one", taking on all aspects of user research, design, and testing. I interviewed backpackers at hostels to create user personas and design requirements that guided my wireframe designs. I tested my hi-fidelity prototype with users and documented changes for the next iteration.

## Education

2016	Prototyping Certificate	<i>NovoEd Design Kit</i>
2016	User Experience Professional Certificate	<i>University of California, San Diego Extension</i>
2013	Master of Arts, Anthropology	<i>University of California, San Diego</i>
2008	Bachelor of Arts, Anthropology	<i>University of California, San Diego</i>

## Skills

### Research

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

### Design

UI Wireframes  
Photoshop  
Illustrator  
Dreamweaver  
Flash  
Axure  
Balsamiq

### Languages

HTML5  
CSS3  
Javascript  
jQuery  
Bootstrap  
Responsive Design