



JONATHAN ELBOM

(UI, Interaction, Motion, Engineering) => Me

[Portfolio](#) | [LinkedIn](#) | [Github](#)

UX Engineer positioned at the intersection of technology and design, blending frontend web engineering and UX design into a single progressive discipline. Possesses a deep understanding of UX design and technical capabilities necessary to craft compelling experiences that are intuitive, thoughtful, simple and delightful. Approaches work with empathy and compassion, championing cross-functional collaboration to deliver an exceptional experience for users by solving real-world problems.

SKILLS

Core Competencies

- Craft delightful, polished pixel-perfect experiences
- Responsive web development and design
- HTML5, CSS3 and JS animations, transitions, and motion behaviors
- Mobile web, touch interactions, and gestures
- High Fidelity Prototyping / Sketching in code
- User Interface Design, Interaction Design, Motion Design, and Information Design
- IAAP Certified *Web Accessibility Specialist* (WAS)
- Data flows and state management
- Web performance and optimization
- Design Systems - creation, contribution, usage, and governance
- Qualitative research (including RITE), Quantitative A/B testing
- Design reviews and technical design consultation
- Agile methodologies - Scrum and Kanban
- Cross-functional collaboration
- Narrative strategies, art of storytelling
- Strong bias towards action and attention to detail
- Inclusive, honest, engaged, articulate, and curious

Tools and Technologies

React, Vue, React Native, TypeScript, Web APIs, React-Transition-Group, Framer Motion, React-Router, Redux, Storybook, GraphQL, Apollo client, Jest, Testing-Library, Enzyme, NodeJS, Material UI, CSS-in-JS (Emotion, Styled Component), CSS preprocessors - SASS, LESS, Tailwind CSS, Webpack, Babel, Vite, Next.js, Backbone.js, EaselJS (Canvas), RaphaelJS (SVG), Figma, Sketch, Balsamiq

Programming Proficiencies

Javascript (ES6+), CSS, HTML, JSON, SVG, XML, GIT, HTTP/REST

EXPERIENCE

FactSet | *Aug 2024 - Present*

Principal Design Technologist

Focused on bridging the gap between design and development with cross-functional workflows. Create polished

experiences and evolve the product through design system enhancements and contributions,

- **Prototypes to Production:** Created prototyping to production workflows to bring the technical crafting of experiences earlier into the production process. Guided production engineers to ensure polished experiences were delivered.
- **Design System:** Core member of the Fusion Design Systems team. Championed improved design system process and advised designers and engineers on best practices for design systems usage and evolution.
- **Bridging Design and Technology:** UX team expert in front end technologies. Educate designers on front end technical topics to help them stay current and aid in their design ideation processes. Collaborate with UX & UI designers to evaluate enhancements to existing work.
- **Accessibility:** Guided designers and engineers on appropriate accessible design and implementations

Mental Modeler | Jan 2011 - Present

Co-Creator | Designer | Engineer

Partnered with Dr. Steven Gray to develop Mental Modeler, an innovative fuzzy-logic cognitive mapping web application. Designed and implemented both the node graph concept mapper and the scenario suite. This role combined technical expertise with a deep understanding of user needs, resulting in a powerful tool for cognitive mapping and scenario planning for a wide range of users.

- **Lead Product & UX Designer:** Responsible for all product design, user and usability testing, and improvements
- **Funding & Grants:** Secured numerous grants, including a \$1 million NSF Cyberlearning grant in 2012.
- **User Engagement:** Attracts 50,000 users annually and supports the publication of over 40 academic papers each year since 2018.
- **Technology Evolution:** Initially developed the concept mapper in Actionscript 3 and successfully ported it to React/Redux in 2019.
- **Collaborations:** Partnered with various organizations, including DARPA, to enhance and expand the application's capabilities.
- **Marketing & Onboarding:** Designed and developed instructional and promotional websites for Mental Modeler to support user onboarding and engagement.

Indeed | Sept 2022 - May 2024

Lead UX Developer

Focused on engineering polished, intuitive user experiences while fostering improvements in design-to-development processes. Embodied a passion for bridging the gap between design and engineering.

- **Production Experiences:** Delivered new and enhanced features across My Jobs, Indeed Apply, Profile and Resume
- **Workflow Innovation:** Championed a cross-discipline design-to-dev prototyping workflow which integrated UX and development much earlier in the process, creating room to iterate to bring ideas to life. Accelerate production timelines, enhanced UX quality, and fostered a deeper understanding of interdisciplinary collaboration
- **Prototyping Expertise:** Created static and live-data prototypes to bring to life user interactions and data-driven user flows. These prototypes were instrumental in user testing, product vision demonstrations, design ideation, and served as a foundation for production UI work
- **Design System & Accessibility:** Actively contributed to the core design system library. Advised designers and engineers on best practices for design systems usage and accessibility

HomeAway/Vrbo/Expedia | July 2016 - Sept 2022

Sr. Design Technologist | Sr. Manager, Design Technology | Sr. UX Engineer

Collaborated closely with UX, Product, Engineering, and Branding teams to design and engineer exceptional user experiences across many facets of the org.

- **Production Experiences:** Engineered new features and shared components across Homepage, Search, Details Page, Trip Boards, Virtual Tours, Partner VR Onboarding, and EG Platform Console.
- **Leadership:** Co-led the Design Technology practice at Vrbo, managing a team and guiding our involvement with Product, Design, and Engineering
- **Prototyping Expertise:** Led the prototyping practice, creating static and live-data prototypes to bring to life user interactions and data-driven user flows. These prototypes were instrumental in user testing, product vision demonstrations, design ideation, and served as a foundation for production UI work.
- **Design System:** Core founding member of the Vrbo design system team. Created and enhanced shared components and consulted designers and engineers on Design System usage and governance. Ambassador for the Partner Ferris DS team, and later, a core member of the EGDS team.

Pearson | Nov 2010 - Jun 2016

Sr. Frontend Developer, UX Lead

TestNav 8 | May 2015 - Jun 2016

TestNav 8 is Pearson's flagship high-stakes summative assessment client application, implemented using JavaScript, HTML5, and CSS3.

- **Innovative Item and Tool Development:** Developed an audio capture item type using emerging WebRTC technologies and an open-source Ogg Opus codec library. Created a Line-Reading/Masking tool to assist users with cognitive disabilities, enhancing accessibility. Ported ActionScript3 technology-enhanced items (TEIs) to JavaScript/HTML5/CSS3 using Raphael (SVG) and EaselJS (Canvas)
- **Touch/Gesture Interactions:** Established best practices for touch/gesture experiences to complement pointer device interactions on platforms including iOS, Android tablets (Cordova-wrapped web views), MS Surface, and Chromebook Pixel
- **Accessibility:** Implemented best practices for accessibility, including support for screen readers and keyboard navigation

ABBI | Sep 2013 - Jun 2016

ABBI is the question item (QTI) authoring web application for the TestNav assessment client, built with JavaScript, HTML5, and CSS3

- **Product & UX Design:** Served as the sole UX Designer and created the entire product design
- **Front-End Development:** Led the UI implementation using BackboneJS. Mentored other developers
- **Custom CSS Framework and Design System:** Created a custom FlexBox-based CSS framework and mini design system
- **Code-as-design:** Designed in HTML5/CSS3 code, making stubs for interaction hooks and data callbacks. Enabled stakeholder design reviews of the actual frontend code and allowed for easy integration into the production codebase

TestNav 7.5 | Sep 2010 - Aug 2013

TestNav 7.5 is the ActionScript 3/Flex version of Pearson's high stakes summative assessment client application

- **UX Design & Development:** Led UX design and development for new app shell features and improvements, including navigation, tools, accommodations, custom themes, and new

technology-enhanced items (TEIs).

- **Design Sprints:** Participated in cross-organizational multi-day design sprints focused on Common Core item development.

ADDITIONAL RELEVANT EXPERIENCE

Springbox

Senior Rich Media Designer

Led ActionScript 3 development for micro-sites, widgets, touch kiosks, and mini-games for clients like Disney Interactive Group, PayPal, LG, Nascar, Experian, The Lance Armstrong Foundation, and Dell. Enhanced user experience through interaction and motion design. Collaborated with designers, copywriters, and project teams, refining workflows, JIRA, and QA processes. Participated in client communications, ideation sessions, and user flow discussions.

Enspire Learning

Rich Media Designer

Led UX design efforts, creating intuitive interfaces, and spearheaded ActionScript development for interactive courseware for clients such as SAP, Pfizer, Capital One, PNC, and Harvard Business School Publishing . Provided creative and technical direction for project teams. Managed a team of 5-7 designers, ensuring high-quality work and production efficiency; co-directed the 14-person Design Department in the last five months.

Anaxos

Rich Media Design & Development Consultant

Collaborated with an instructional designer to develop a proof of concept for the courseware platform, winning a grant to continue development. Contributed to the design of the site architecture, ensuring a robust and scalable structure. Designed and developed several interactive modules, templating the process. Hired, managed, and provided creative and technical direction to other designers and developers.

ActiveInk

Designer

Created graphical elements and user interfaces, developed dynamic Flash-based interactive experiences, and contributed to information architecture and usability discussions to enhance overall functionality and user experience

CERTIFICATIONS



IAAP Web Accessibility Specialist (WAS)

Issuer: International Association of Accessibility Professionals (IAAP)

Issued: June 2024

EDUCATION

Bachelors of Science, Communications (Radio-Television-Film) | *UT Austin* | Summa Cum Laude