

# Jordan Sinclair

I am an evidence-based, outcome-driven product designer. I lead collaborative, cross-functional teams, diving deep to understand our technology, user needs, and business goals. I build desirable products that provide inherent value to their users and financial viability to their business.

## EXPERIENCE

### **Amazon, Irvine, CA – Sr UX Designer**

Nov 2018 - Jan 2021

Delivered useful, usable, and desirable experiences across VUI and GUI for Alexa customers to discover and engage with Alexa skills.

Contributed to research & design across 7 engineering/scrum teams.

Owned user experience for Alexa skill monetization systems. Expanded the store from voice-only, creating a consistent system across web, app, voice, and multi-modal experiences. Identified and proposed further opportunities for growth. Contributed to over 20 projects leading to 600% monthly revenue growth over 2 years.

Drove CX strategy for expansion of the Alexa Store across all modalities. Early projects resulted in +80% engagement with Alexa Skills.

### **Ten-X / Auction.com, Newport Beach, CA — Sr Product Designer**

Nov 2015 - Oct 2018

Led both design & product management on an overhaul of our product search, decreasing exit rate by 91% & increasing conversion by over 15%.

Led product strategy across the organization for Q3-4 2018.

Designed, launched, & grew a residential real estate mobile app to educate first time home buyers. Post launch, increased conversion by over 200% by designing a chat application for agents to meet consumers & optimizing onboarding flows. Built design system for web platform.

### **Nextgen / QSI, Costa Mesa, CA — Sr Interaction Designer**

2013 - Nov 2015

Led design research, design strategy, & interaction design for an iPad app for doctors.. Hired & led design design team. Launched a responsive design system for our entire platform of enterprise products.

### **Mirth Corp, Irvine, CA — UX and Interaction Engineer**

Sep 2011 - 2013

Led the consolidation of existing & new design patterns, design & launched new functionality, & implemented a web-based UI toolkit. Designed & developed functionality for web in J2EE, jQuery, and angular.

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## Portfolio

<http://jordansinclair.com>

## Tools

Sketch, Invision, Framer, Principle, Figma, Zeplin, HTML+JS+CSS, Confluence, Google Docs, and Keynote above all else

## Extras

**Guest speaker: Computer Science Association of Japan**

UX Design in the US – (2015–2019)

**Mentor** – UCI Masters in Human-Computer Interaction and Design (2016–2017)

## Patents & Publications

<Amazon Pending> (2020)

Graphical User Interface for Displaying Real Property Information (2017)

Two academic publications at CSE'09 and SIGCHI'10

## Education

Carnegie Mellon University, Pittsburgh, PA — *Masters in Human Computer Interaction* (2009–2010)

University of California, Irvine, Irvine, CA — *BS Informatics* (2006–2009)