

JASON GILES

User Experience Director

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CAPABILITIES

- Manage, mentor and inspire highly effective designers and user experience practitioners
- Champion and drive innovative user experience objectives that delight customers
- Develop user insights and advocate customer needs with clarity and effectiveness
- Direct architectural and interactive concepts across screens and devices
- Partner across functional and organizational boundaries
- Thrive and deliver amidst uncertainty and demanding product and technical requirements
- Articulate the customer narrative, separate the music from the noise, and defend the soul of the experience

EXPERIENCE

DIRECTV – Senior Director of UX (AT&T)

April 2014/Current

Established design process and culture for in-house design team, evolving the team from a reactive service department to a critical and trusted creative collaborator. Led the design and execution of the set-top-box television experience for current generation in-home, hotel, airplane and Latin American products. Responsible for DIRECTV's smart home solution, LifeShield, personally delivering the formative and iterative research, user flows and wireframes, directing through design production and launch. Responsible for planning, defining and driving the next generation UX of entertainment products, across screens and devices.

Xbox – Principal Design Manager (Microsoft)

Sep 2011/April 2014

Creative lead for the Xbox 360 and Xbox One console software, directing the creation of scenarios, storyboards, design briefs, process flows, information architecture, wireframes, prototypes, user research activities, and interaction/visual/motion/content guidelines. Worked directly with executive staff and served as design represent for Xbox leadership councils. Built and fostered diverse cross-functional user experience team with experts in speech recognition and gestural interface design. Elevated individual and team performance by building a creative environment, rewarding discipline and execution, and establishing a culture of trust.

Startup Business Group – Senior UX Lead (Microsoft)

Feb 2010/Sep 2011

Drove creative vision and UX strategy for Microsoft's answer to QR Codes, Microsoft Tag. Built a small, nimble design organization and defined scenarios, product requirements, and user experience KPIs. Led all user research and validation processes. Delivered end-to-end web and mobile device experience across Windows, iOS, Android, Symbian and Blackberry devices.

Office 365 – Senior UX Lead (Microsoft)

Feb 2009/Feb 2010

Integrated three disparate design teams to function as a cohesive UX organization in support of the Office 365 online productivity suite. Established design principles and processes, developed a flexible UX framework, drove cross-product explorative exercises, and advanced the visual design language. Successfully introduced new rapid prototyping processes to expedite usability research, support an agile development model, and facilitate executive reviews.

Office Live – Senior UX Lead (Microsoft)

Sep 2006/Feb 2009

Led design solutions for Microsoft's small business and document collaboration web applications. Developed information architecture, feature integration, and interaction models. Led user experience scenarios across product divisions, including Office, Office Online, and Windows Live.

Office Work Essentials – Lead User Experience Designer (Microsoft)

Dec 2004/Sep 2006

Established creative vision for the end-to-end user experience of Office Online sub-site. Directed team of contingent and fulltime staff in defining the product model, user scenarios, site architecture, taxonomy, visual and content design. Developed conceptual prototypes to facilitate a cohesive vision between the team and executive stakeholders. Maintained cross-group initiatives with external partners, communicating requirements, participating in brainstorming, and negotiating trade-offs. Initiated and drove user research projects to test concepts, ensure exceptional usability, and inform visual guidelines. Created UI specifications for Word, Outlook and PowerPoint add-ins. Art directed marketing videos, interactive demos, and other collateral. Directed vendor creative services for German language community pilot.

Office Information Worker New Markets – Product Designer (Microsoft)

Aug 2003/Dec 2004

Drove user interface specifications for Office 2003 financial compliance, HR recruiting, and digital media solutions. Consulted industry specialists to define product requirements and vet user scenarios. Partnered with development teams on functional prototype iterations. Drove user experience priorities through technical trade-off negotiations. Provided graphic and web design support for the Tools For Your Job web site. Designed conceptual prototypes to envision online productivity trends and experiences. Assisted in usability studies and performed design production.

Information Services – Designer (Microsoft)

Nov 1999/July 2003

Designed and produced 3 versions of Microsoft's corporate intranet site, including calendar, search and people profile interfaces. Developed style templates in nCompass and SharePoint content management systems. Designed 2 versions of Microsoft's Library web portal, including content tagging system, content aggregation engine, and consolidated search UIs. Participated in persona generation, designing and developing persona websites and collateral. Web and desktop publisher for Microsoft's corporate communication newsletter, *MicroNews*.

Corporate Marketing Group/Information Services – Web Designer (ECA/Microsoft)

Mar 1998/Nov 1999

Generated HTML, designed web graphics, and published content on corporate intranet sites.

AWARDS & ACHIEVEMENTS

AT&T High Potential Leader Program Member

DIRECTV XLR8R Leadership Development Program Graduate

Certified Agile Framework Agilist

4x Microsoft "Gold Star" Recipient

10 Microsoft Patent Awards

REFERENCES UPON REQUEST