Jp Lynch

IBM / 3 yr 8 mo (Aug 2020 - Present) - Austin, TX   john@jpl-ux.com

Advisory Design & Research Lead

john@jpl-ux.com

Tools I'm comfy with

Adobe Suite / Airtable /
Alchemer / Discord /
Excel / Figma + Figjam /
Google Suite / Jira /
Keynote / Lucidchart /
Microsoft Office / Miro /
Monday.com / Mural /
Noun Project /
Optimal Workshop /
Qualtrics /
Respondent.io / Sketch /
Slack / Trello /
UserTesting / Webex /
ZenHub

Fusion team

Organized and executed research program and project management and co-leads UX projects. 2021 research found 300+ pain points and mistargeted customers; once resolved, customers increased from 2 to 70 in six months, generating $27 million in revenue.

Data Protection team

Responsible for growing the research and design culture across data protection and containerized storage products. I transitioned the team to a design week-based production cycle, developing a new product (Avg. score NPS = 8.7).

IBM / 2 yr 6 mo (Mar 2018 - Aug '20) - Austin, TX

UX Design and Research Lead

Responsible for growing and organizing design team to improve the experience of the IBM Spectrum Protect Plus product. I grew the team to 5 designers, increasing product's average NPS from Detractor (4) to Passive (8).

IBM / 1 yr 3 mo (Jan 2017 - Mar '18) - Austin, TX

Associate UX Designer and Researcher

Assigned to introduce UX to legacy and novel data protection product teams. I began a system of monthly user testing and cross-discipline collaborative, design projects, earning an IMPACT award for 2018 work with designer Thy Do.

Past roles: UX Architect - nFusion / Contract UXer - Blueshift Development/ UX Researcher - Mentegram

Education

B.A. Graphic Design,
Minor: Business
*Arizona State University,
Est. 2026*

UX Design Immersive
General Assembly, 2015

M.A. Politics
*New School University,
2015*

B.S. International
Relations
Hendrix College, 2012