

Jon Plummer

Proven Product Design Leader
helping companies make their product goals reality

310-435-3645
portfolio jonplummer.io
blog jonplummer.com
jon@jonplummer.com

Summary

I build and lead teams that design **software and physical experiences that get great ratings and reviews**. My teams translate user research findings and business goals into appealing controls and behaviors that fit people's lives and reduce the cost of training and support. From the beginning I have worked both on **products and on the processes that produce them**. I develop designers, remove obstacles, and help each project run better than the one before, fostering collaboration among design, engineering, and product management to produce excellent products.

Experience

Cayuse - Director of User Experience

July 2021-November 2022

Lead User Research, UX and UI Design, and Product Content for a suite of research management SaaS products.

- Developed UX and UI design capacity and capability through hiring, training, and complementary talent management
- Added and developed UX research capability, empowering product managers with deeper customer knowledge
- Installed formative usability testing during design to de-risk detailed design decisions
- Installed concept design and validation as part of a three-level product management and design process
- Delivered and continuously improved a design system for the product suite, improving the experience quality and accessibility of components, patterns, and the features built of these
- Led the gathering and improvement of product personas to be an informative smaller set of goal-oriented personas for key parts of the suite
- Spearheaded instrumentation of new features to measure user success, determined at the epic level
- Helped the product team take advantage of existing pre-customer and post-launch data, such as support contact data, support forum and knowledge base behavior, NPS, RFP mining, sales demo feedback, etc.
- Delivered conference talks on UX philosophy and practices, accessibility, and other topics

Concentric Sky - Director of User Experience

November 2019-July 2021

Lead UX, Content Strategy, UX Writing, User Research, and Accessibility to deliver web and mobile applications for educational technology clients, universities, and the Badgr microcredential platform.

- Installed double-diamond design process, design critique, and scenario-based design to increase the professionalism and effectiveness of a design team composed primarily of new designers.
- Revamped pitching and discovery by creating a lightweight business and user research process that informs design rather than performing design prematurely.

- Rapidly delivered new skills-management web application for Western Governors University via a content-first approach, identifying patterns and data model early so engineering, FDev, UX, and UI could proceed in parallel.

Belkin International - Senior Director of Product Experience

2015-2019

Lead UX and UI, Industrial Design, Mechanical and Packaging Engineering, UI Writing, User Research, Software Product Management, and Beta Testing to deliver iOS, Android, and web applications, setup systems, hardware behavior, out-of-box, user docs, and beta testing for Linksys and Wemo.

- Built and drove the software roadmap for Linksys.
- Delivered novel out-of-box, setup, physical UI, and mobile app for new whole-home Wi-Fi system.
- Boosted Linksys app ratings 2.2 stars (to 4.3) on the Google Play store and 1.6 stars (to 4.7) on the iTunes Store.
- Initiated and delivered redesign of Linksys and Wemo apps and their transition from Cordova-based to native development in iOS and Android.
- Delivered Linksys Shield parental control and content filtering system, Belkin's first software subscription service.
- Delivered Linksys Aware, industry first Wi-Fi based whole-home motion-detection system, as a software and firmware update to existing mesh router products.
- Delivered Linksys and Wemo voice control skills for Alexa and Google Home, Belkin's first app- and cloud-based integrations with third-party services.
- Launched 10- and 90-day post-setup survey tools to track new user satisfaction, leading to numerous improvements in the setup system, lifecycle marketing, and introduction of new features to the roadmap.

Belkin International - Director of User Experience

2014-2015

- Built UX teams for Wemo and Linksys, hiring and developing staff and managers and installing and adjusting UX design pipeline.
- Re-launched alpha and beta testing for all Wemo and Linksys products.
- Established Customer Care call data as a key input into Product Management and Design decisions.
- Drove the design and development of accessory apps for iPad wireless keyboards and LTE-to-Wi-Fi networking products.
- Introduced regular review monitoring to the executive team, leading to increased attention on product experience and success in the app stores, Amazon, BazaarVoice, and BestBuy reviews.

Belkin International - Senior Manager of User Experience

2012-2014

- Initiated and delivered Wemo home-automation software and hardware interface system, winning a User Experience Silver award in 2013 and ISDA IDEA award Finalist in 2012.

- Designed and led production of an audio settings and demonstration app for Belkin Thunderstorm iPad Home Theater unit, including sourcing and direction of demo audio, sound effects, and animation.
- Led and sourced the design and development of the Belkin Stage app, allowing teachers to use iPads instead of spending scant public funds on expensive document cameras for classroom use.
- Integrated Belkin and Linksys design teams during acquisition, bringing together UX design practice and Scrum development.
- Trained product managers in concept generation and development, leading workshops to strengthen concepts, improve product-market fit, and find useful points of competitive differentiation.

Belkin International - User Experience Manager

2010-2012

- Slashed support costs for Belkin-branded wireless routers by redesigning the setup and management system and driving its implementation. The routers and software won an IDSA IDEA Silver award in 2012.
- Made design-phase usability testing and iteration an expected habit by installing a two-week testing cycle and negotiating continuous low-cost recruiting by local market research firms.
- Produced concept materials for numerous wireless entertainment and productivity products.

Belkin International - Senior User Experience Designer

2008-2010

Redesigned and drove the development of setup and interface systems for home networking products, Bluetooth audio accessories, security cameras, and mobile accessories.

Previous work experience leading user research, product definition, front-end development, and interaction design of medical devices, software, and web applications for Medtronic, Baxter, Mann Consulting, and others. Previous work experience managing small teams of designers and developers for Mann Consulting and A.T. Kearney.

Education, Certifications, and Patents

- Master of Social Work, University of Michigan
- BA Anthropology, University of Washington
- BA Psychology, University of Washington
- Certified Scrum Product Owner
- 20+ US and European patents issued and pending in home automation, wireless networking, indoor location, medical devices, medical software, setup systems, etc.