

# Jack Stockholm

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Vancouver, BC, Canada

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## Product Design Leader

### Delivering Return on Investment (ROI) for User-Centered Research and Design

Dynamic and visionary experience design leader with a passion for improving user-centered research and design practice in discovery of innovative solutions. I apply design thinking to drive collaboration, align strategic roadmaps, and build evidence to validate direction. My leadership style enables a culture of personal ownership at all levels to scale capabilities and develop talent. I clear space for unique approaches that quickly and consistently deliver amazing products to empower users.

## Professional Experience

### BEST BUY CANADA | Burnaby, BC | 2018 – 2021

*UX PRACTICE LEAD. (DESIGN OPS MANAGER)*

**Defined a vision for growing user experience** within Best Buy through cross-functional collaboration and demonstration of the value that lean, user-centered methods bring to the business.

**Rapidly grew a high-performance team**, hiring 14 UX designers over 2 years and mentoring designers and researchers with diverse interests and expertise at all skill levels to drive each other's excellence and push the boundaries of how we do design.

**Established a career framework that defines measures of success** across the various disciplines in the UX domain, to foster designers' passions by giving them a clear indication of where they stand and achievable targets for their growth.

**Defined design and research standards**, systematized repeatable processes, and provided templates for artifacts, to build a shared language, scale efforts across products, and enable lean team dynamics.

**Built relationships with leadership** across the organization in product management, engineering, retail, brick and mortar and warehouse logistics to collaboratively solve for challenges in a dynamically changing environment.

**Led several successful key initiatives** ranging from the experience design of the first iteration of our mobile responsive site, to sitewide experience readiness for the holidays, to creating a central team within eCommerce focused on optimization of the overall digital retail experience.

**The UX Practice Lead role at Best Buy is a horizontal leadership position** accountable for elevating the UX Community of Practice across omni-channel experiences including eCommerce, in-store and warehouse logistics, as well as internal employee tools and processes.

## **COLLIGO | Vancouver, BC | 2015 – 2018**

### *UX / UI MANAGER*

**Established an Agile Lean UX strategy** for the product and design teams to reduce risk and improve turn-around for multiplatform feature design.

**Defined a design system** for interaction design, information architecture and brand identity to increase consistency, clarity and user engagement.

**Recruited, built and mentored a team** of designers and contractors that worked both collaboratively and independently to apply an efficient methodology for UX design and research.

**Applied user research & data analytics** to produce personas, task workflows, and user journeys, to innovate **solution concepts** that address user needs and pain points.

**Produced design specifications** and held internal workshops to achieve alignment between client expectations, Engineering's technical capabilities and the Product's roadmap.

**Usability evaluation using iterative prototypes** of increasing fidelity to validate and refine UI designs.

## **SELF-EMPLOYED | Vancouver, BC | 2013 – 2015**

### *PRODUCT DESIGNER / UX CONSULTANT*

**UX Design & Research**, Product / Project Management, and Software Development for Mobile, Desktop and Web.

## **TELUS DIGITAL / UX GUYS | Vancouver, BC | 2014**

### *SENIOR INTERACTION DESIGNER*

**Design lead for a mobile-first** redesign of the TV channel package builder for both new client acquisition and existing customer configuration.

**Conversion optimization** of the home services acquisition flow via heuristic analysis and data analytics validated through extensive A/B testing and usability evaluation.

## **SIMON FRASER UNIVERSITY | Surrey, BC | 2007 – 2013**

### *LECTURER*

**Curriculum development and instructor** for courses in user experience and user-centered design methods, interaction design, information design, and game design and development.

## **CT SUMMATION | San Francisco, CA | 2004 – 2006**

### *MANAGER OF INFORMATION SYSTEMS*

**Defined policy and technical direction** for high-availability SaaS and web architectures, and internal systems, maintaining a 99.95% uptime during a period of explosive growth.

**UX design and project management** implementing internal enterprise business systems for sales, production, accounting, R & D, quality assurance, and technical support.

**Supervised 3 departments**, including IT Networking, Production and Office Management.

## UX & Business Process Expertise

- **User-Centered Design:** Personas, Scenarios & Use Cases, Journey Frameworks, Concept maps, Affinity diagrams, Lo-fi / Hi-fi / Rapid Prototyping & Mock-ups, Storyboards, Wireframes, Site & application structures, Interaction flow models.
- **UX Research:** User & Stakeholder Interviews and Workshops, Business Analysis, Participant Observation, Contextual Inquiry, Cognitive Walkthrough, Informances / Role Play, Heuristic Evaluation, Task Analysis, Usability Testing & Validation, Qualitative & Quantitative Evaluation, Statistical analysis, A/B testing, Ethnographic studies, Web & Field Surveys, Card Sort.
- **Product & Design Management:** Agile & Waterfall project management methods, Scrum, Test-Driven Design, Iterative & Adaptive Design, Lean & Lean UX, Business Model Canvas.

## Tools

- **UX / Design:** Figma, Sketch, Miro, Mural, Adobe CS Suite (Photoshop, Illustrator, Dreamweaver, InDesign, Flash), Omnigraffle, Axure, InVision, UserZoom, Usertesting.com, Optimal Workshop, Hotjar.
- **Analytics & Telemetry:** Google Analytics, Adobe Analytics, PowerBI, Flurry, App Annie, MS Visio, SPSS Statistics.
- **Project Management:** Jira, Trello, Podio, MS Project Server, MS Teams, Slack.

## Education

**Simon Fraser University** (Surrey, BC, Canada)

*MASTER OF ARTS, HUMAN COMPUTER INTERACTION (HCI)*

- Thesis work studied impact of interaction on immersion and social presence in co-located networked environments.

**University of Detroit Mercy** (Detroit, MI)

*BACHELOR OF ARTS, ECONOMICS*

**Best Buy** (Burnaby, BC, Canada)

- LEAD, Senior Leadership Training
- Diversity, Equity & Inclusion Course