

Jon Kinne

UX Designer & Creative Leader



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jonkinnedesigns.com

EXPERIENCE

Senior UX Designer Pluralsight • 2024 - 2026

- Led UX design across web, digital commerce, marketing, and brand experiences, translating complex business and user needs into intuitive, scalable digital solutions.
- Drove end-to-end UX processes spanning information architecture, interaction design, prototyping, testing, and experimentation in partnership with product, marketing, development, research, and leadership.
- Led Individual Plans & Pricing redesign through 4 design explorations, 50-person usability testing, and 10 validation interviews, increasing page CTR 18.9% and cart conversion 26.5% in A/B testing.
- Created scalable webinar design systems across registration, email, social, paid media, and in-product experiences, contributing to 6x YoY pipeline growth while reducing creative and development LOE by 50%.
- Led and mentored designers through weekly 1:1s, critiques, and collaborative working sessions while driving cross-functional alignment across product, marketing, development, and leadership.

Associate Creative Director TaxAct • 2016 - 2024

- Led creative exploration and execution for omni-channel campaigns, translating seasonal campaigns and brand initiatives across digital and marketing channels.
- Helped evolve TaxAct's visual identity and brand guidelines while providing creative direction and design feedback across internal and external teams.
- Owned creative direction for high-profile partnerships including Marvel and College Bowl Season, from concept through execution.
- Built and mentored the creative team through hiring, onboarding, supervision, and ongoing design feedback.

Digital Design Specialist Schurz Communications • 2011 - 2014

- Designed static and animated digital advertising for 20 regional newspaper properties, adapting creative across diverse brands, audiences, and digital formats.
- Selected to design the 52-page Bride's Guide magazine, managing the visual direction and production of the publication from concept through completion.

Graphic/Production Designer Fastsigns • 2010 - 2011

- Designed signage and environmental graphics while managing client communication.
- Supported the full design-to-production process, including large-format printing, finishing, and installation.

Education

Indiana University,
Bachelor of Science,
Informatics; Fine Art

Tools

Figma/FigJam

Miro

Adobe Creative Cloud

- Illustrator
- Photoshop
- After Effects
- InDesign

Skills

UX Strategy

Interaction Design

Information Architecture

Prototyping

User Testing

Design Systems

Responsive Design

Accessibility

Visual Design

Branding

Animation

