UX DESIGN LEADER

JASON BEDIENT

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ABOUT ME

I care deeply about design, building strong creative teams and enabling a supportive work environment. The SF bay area is my home and when i'm not supporting the design of enterprise software, I may be surfing, biking or making things.

MY GOAL

Inpsire and grow creative teams to innovate and create experiences that customers want to use. Support career development with horizontal and vertical growth. Guide design decisions based on data and research. Help prioritize and understand product roadmap initatives and organize design resources. Focus on team culture and embody collaboration, knowledge sharing and having a little fun in the process.

WORK EXPERIENCE

Director of UX - VMware

Palo Alto, CA
Jun 2021 - Present

Oversee UX, design, content and research teams for VMware's End User Computing business unit to support the Anywhere workforce.

- Manage 4 consoles with 20+ UX design professionals
- Present UX design and architecture to executive level PM and ENG teams
- Support Product Led and data driven product initiatives
- Hired 3 managers and 10 designers in 6 months across 5 time zones
- UI Platform and pattern unification leadership
- Guide process improvements with libraries, research and operations
- Foster career development to guide and nuture design team members
- Reorg teams to align with the "One VMware's" vision and solution intiiatives

Senior UX Manager - VMware

Palo Alto, CA
Jun 2017 - Jun 2021

Support multiple teams of UX designers crafting user, device and app lifecycle management experiences for admin experience professionals.

- Deliver a unified admin console where customers find business solutions to easily solve their organizationals digital employee experience needs
- Support UX tasks multiple workstreams across 3 teams and 11 designers
- Design pattern management for EUC UX and meet Accessibility standards
- User testing and research to ensure usability and business alignment
- Work with PM and ENG to understand roadmap and business priorities
- Shipped net new product April 2, 2018 after just 7 months
- 5 patents granted in 4 years

UX Designer Manager - MobileIron Inc.

Mountain View, CA
Feb 2015 - Jun 2017

The MobileIron enterprise mobility management (EMM) platform secures and manages apps and content across modern operating systems at enterprise scale. Incorporate identity and privacy enforcement to secure access to enterprise data and services.

- Lead UX and visual design for enterprise security and management products
- Conduct user research for use cases to improve usability and feature adoption
- Manage and review designs for consistent patterns and dev ready
- Evaluate technical specs and plan sprints for upcoming product releases
- QA product builds to ensure product design standards
- Create product style guides and team training on approved design patterns

SF, CA
Mar 2014 - Jan 2015

Director of Experience Design - Rauxa, Inc.

Rauxa is a full service agency creating engaging, immersive user experiences. As a team of senior professionals with extensive expertise, we develop creative technology solutions and marketing strategies for all areas of the customer journey.

- Guide and inspire creative design, UX and strategy for digital experiences
- Create visual design and user experiences for fortune 500 level corporations
- Present creative design strategies to customers and prospective clients
- Estimate new work efforts and craft proposals and statements of work

SF, CA
Jul 2010 - Mar 2014

Creative Director - ThoughtMatrix Inc.

ThoughtMatrix, Inc. – (acquired by Rauxa, Inc.) a boutique design and development firm focused on enterprise web and app experiences.

- Develop interactive user experience models for desktop, mobile and social
- Lead creative visual design efforts and manage other design team members
- Heuristic and comparative site analyses and strategic recommendations
- Photography for in-house photo projects
- Video editing and animation for marketing and product demonstrations

SF, CA
Jan 2007 - Jul 2010

Art Director/Interactive Designer - SweetRush Inc.

SweetRush provides animated interactive custom training solutions and drives to improve employee performance through web-based training applications.

- Visual course design with interactions, animations and graphics
- HTML, CSS, XML, Flash, and Actionscript
- Storyboard concepts for training courses
- Manage offshore team of designers and project managers
- Create digital asset management library for animations, image and graphics

EDUCATION

2001 - 2004

B.A., Journalism/Photojournalism - San Francisco State University

2002 - 2003

European International Journalism - Danish School of Journalism, Aarhus, Denmark

PARTICIPATION, PATENTS AND AWARDS

2017-2021

5 Design Patents - VMware

2021

Negotiaton Mastery Course - Harvard Business School

2019

High Impact Leadership Training - Berkeley Business School

2003

58th College Photographer of the Year - Honorable Mention

1997 - 1998

2 year AmeriCorps National Service Alumni - Kalispell, MT. and Santa Cruz, CA.