

JONATHAN MARKOWSKI

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EDUCATION

The Pennsylvania State University

Bachelor of Science (B.S.)

Major in Information Sciences & Technology: Division of Human Centered Design & Development

Minor in Entrepreneurship Technology

University Park, PA

May 2024

PROFESSIONAL EXPERIENCES

Southern California Edison

UX Designer

Remote

June 2024 - Present

- Redesign and optimize the website experience, benefiting 370,000+ Edison customers, driving improvements in usability and engagement.
- Conduct and lead User Acceptance Testing (UAT) on all developed components: Review live builds against wireframes and design specs to identify defects or usability concerns. Document findings and coordinate with dev team to resolve issues.
- Lead Product Improvement Validation tests (PIV) for the Multi-Factor Authentication (MFA): Collaborate with QA and development teams to plan and execute UAT and PIV sessions. Ensure the MFA experience is free of defects.

AccuWeather

UX Summer Intern

State College, PA

May 2022 – July 2022

- Developed user-centered experiences for web and mobile applications, enhancing the delivery of real-time weather data to millions of users globally.
- Created wireframes and prototypes for a 24/7 streaming digital media network, driving a projected 39% increase in ad revenue through strategic analysis of business and user impacts.
- Researched and designed the Health & Activities page to have a customized experience to open a new revenue stream.
- Improved the information architecture by simplifying webpage copy, categories and description labels, creating a more intuitive experience for a diverse global user base.

Centre Area Transportation Authority (CATA)

UX Intern

State College, PA

January 2022 – May 2022

- Redesigned user interfaces for CATA's mobile app and website, improving navigation and accessibility for a diverse range of transit users.
- Conducted extensive user research from inception to launch, including 83 target users and analyzing each response and accompanying data to create prototypes of varying fidelity.
- Achieved a 42% increase in user downloads post-launch, showing the success of the new design.

SKILLS

Design: UX Research · UI/Interaction Design · Agile Development · Information Architecture · Wireframing · Prototyping · Usability Testing · User Flows · Data Analysis · Data Visualization · Identity Systems

Software: Sketch · Figma · InVision · Jira · Miro · Adobe Creative Cloud · XD · HTML · CSS · JavaScript · LaTeX · PHP · GitHub