jonathanSTAUFFER
Greater Philadelphia Area

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Art Director | UX Designer | Web Developer
Designing branded digital experiences that drive accessibility, boost engagement, and foster inclusion.

Strategic UX designer crafting end-to-end, inclusive, and on-brand digital experiences. Adept at translating complex technical requirements into intuitive, scalable solutions through interactive prototyping, and accessible front-end development. Proven ability to lead collaboration and delivery as a leader of Agile, cross-functional teams; bridging gaps between technical and non-technical teams and driving progress through feedback and iteration. Experienced in leading UX efforts for large-scale digital transformation programs, and design system alignment; to balance business goals, IT and engineering constraints, and end-user needs. Skilled at creating useful, useable, and desirable, experiences.

Core Competencies:

- Agile Methodology & Team Management
- Cross-Functional Team Collaboration
- Information Architecture (Taxonomy)
- Brand Design Systems
- Wireframe & Prototype Design (AI Design Tools)
- Responsive (Mobile) & Accessible (A11y) Design

- Web Design Translation to Coded Deliverables
- Custom Code Development (HTML, CSS, JS Libraries)
- Testing, Implementation, & Deployment
- Technical Documentation, Development, & Handoff
- Dashboard & Widget Customization
- Digital Illustration, Image Manipulation, & Video

Technical Skills: Technologies:

Languages	HTML, CSS, Bootstrap
Platforms	WordPress, ServiceNow, Unily, & SumTotal
Applications	Figma; Jira; BBEdit; Adobe XD, Acrobat, DreamWeaver, Photoshop, Illustrator, InDesign, After Effects, Premier, & the full Creative Cloud Suite; Microsoft Word, Excel, & PowerPoint; Trimble SketchUp
Tools	axe DevTools, Chrome Developer Tools, MacOS VoiceOver
Standards	WCAG 2.2 Level AA
Learning	Working to complete front-end developer training for Angular, React, & Grid.js

Experience:

QVC Group, West Chester, PA
Senior Designer, Team Member Experience . . . . February 2020 to April 2025

Directed global User Experience (UX) for a digital transformation program across 3 major Human Resources (HR) platforms, improving WCAG 2.2 Level AA compliance and enabling a unified, accessible experience across the disconnected systems. Led the Agile continuous improvement program with teams of 2-3, to deliver user-centered solutions based on Team Member pain points, feedback, and UX best practices. Managed 2-3 large projects and a backlog of hundreds of tasks.

- Elevated accessibility (a11y) of multiple platform's content and components to WCAG 2.2 Level AA standards, via manual testing with assistive technology (screen readers), identifying errors, and helping to remediate issues.
- Enabled data-driven communications decisions and reduced costs, by co-implementing a new internal email tool that included analytics and eliminated redundant and outdated email processes and platforms.
- Centralized global, corporate, and fulfillment center job opportunities in 1 location; by leading the design and launch of a new consolidated careers site, enabling candidate access to all positions focused on mobile design and accessibility.
- Highlighted corporate culture and team member experience, by launching a candidate facing blog on the careers site.

QVC Group Continued:

- Achieved a 23% Year-over-Year (YoY) case deflection rate, boosted self-service, and reduced tier-one Human Resource (HR) caseloads by leading the UX side of a digital transformation program focused on ServiceNow.
- Launched a new single-entry point for HR on the ServiceNow Employee Center Pro platform, which streamlined and connected multiple HR systems with a digital portal, including custom widgets integrating Workday (personal data updates) and UKG / Kronos (scheduling, time off, attendance).
- Championed continuous improvement and enhanced user experience by leading a small Agile team through iterative changes and incremental delivery, driven by user needs and team member feedback.
- Chosen to represent the People Technology team at QVC's Global Accessibility Awareness Day (GAAD) event, educating team members about the importance of accessible design and outlining time and cost implications of remediating legacy systems to meet WCAG 2.2 Level AA standards.

Qurate Retail Group, West Chester, PA
Web UI Developer, Global Communications . . . . December 2017 to February 2020

Designed and developed responsive, mobile-first user experiences for global corporate communications across QVC, HSN, Zulily, and several other sub-brands. Led front-end development for external communications and Public Relations (PR) WordPress sites and corporate newsroom content. Coded final pages that aligned with branding and UX / UI standards and collaborated with content managers in 4 countries to maintain best practices across platforms.

- Led branding and UI efforts for a global intranet consolidation, unifying 7 brand and 4 market-specific intranets with consistent design and distinct branding, partnering with brand teams to ensure alignment, and supporting both launch and continuous improvement activities on the Unily platform.
- Boosted intranet adoption by 80% Year-over-Year (YoY) with the launch of the new consolidated intranet for all retail brands and global markets on a single, streamlined platform.
- Improved organizational data access and capabilities through building custom widgets / dashboards for daily specials, TV schedules, and sales totals with data from finance systems; as well as provisioning departmental intranet sites and page templates for content creators across all corporate functions.
- Nominated for the One Award, the highest global award at QVC, for the new global intranet launch.

Kenney Marketing & Advertising, King of Prussia, PA
Art Director . . . . September 2002 to December 2017

Helped launch Brother Mobile Solutions, a new internal division within Brother USA, targeting healthcare and public safety vertical markets with Business-to-Business (B2B) marketing campaigns. Designed a full suite of print collateral materials, solutions-based websites, digital and print sales materials, and focused B2B advertising campaigns. Designed and produced a 300+ page products and services catalog and developed an interactive PDF version for Brother USA field salespeople. Led small creative teams of 2-4 designers. Oversaw full client project lifecycles from concept to final deliverables.

Kenney Marketing & Advertising, Philadelphia, PA
Graphic Designer . . . . .August 1998 to September 2002

Created concepts and coded HTML and CSS for all client websites, including site architecture and navigation, search engine optimization and management of hosting, domain and e-mail. Delegated project responsibilities, deliverables, and deadlines for junior designers. Approved concepts, print production files, scope of work, project estimates, and final deliverables.

Education:

Bachelor of Fine Arts (BFA), Communication Design, Advertising Concentration, Kutztown University, Kutztown, PA, May 1998.

Certifications:

- ServiceNow Micro-Certification - Service Portal, ServiceNow University, 08/2024.
- Currently pursuing Angular Developer and React Certifications at certificates.dev, Expected Completion 10/2025.