

Jonathan Girton

Senior Product Designer | Creative Technologist | Artificial Intelligence and Emerging Technology

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PROFESSIONAL SUMMARY

Senior Product Designer and Creative Technologist with 14+ years of experience designing digital products, games, immersive experiences, and Artificial Intelligence (AI)-assisted workflows. Experience leading User Experience (UX) and User Interface (UI) design, user research, usability testing, interaction design, rapid prototyping, design systems, and cross-functional product delivery across web, mobile, gaming, and emerging technology. Measurable outcomes include reducing onboarding time by 40%, increasing daily active users by 28%, and reducing production timelines by 35%.

CORE SKILLS

Product Design, UX Strategy, User Research and Testing, Usability Testing, Wireframing, Prototyping, Interaction Design, Visual Design, Design Systems, Documentation, Cross-Platform Design, Web Design, Mobile Design, Game User Interface Design, Accessibility Standards, Rapid Prototyping, Proof of Concepts, Generative AI, Emerging Technology, Web Development, 3D Simulation, Immersive Interfaces, Projection Mapping, Concept Development, Stakeholder Communication, Cross-Disciplinary Collaboration, Product Strategy, Agile and Lean Design Practices

TOOLS

Figma, Adobe Creative Cloud (Adobe XD, Photoshop, Illustrator, After Effects), ChatGPT, Claude, Gemini, Grok, Midjourney, Scenario, Krea.ai, Cursor, Claude Code, Model Context Protocol (MCP), Unreal Engine, GitHub, web development tools

PROFESSIONAL EXPERIENCE

Girtonian LLC | Founder and Design Consultant | Remote | September 2024 - Present

- Led design consulting initiatives across digital product and emerging technology projects, with a focus on AI-assisted workflows.
- Built proof-of-concept products for AI hackathons that explored generative AI and interactive storytelling.
- Used ChatGPT, Claude, Grok, Midjourney, Cursor, and Bolt.new to accelerate prototyping and asset creation, improving delivery speed by 50%.
- Designed scalable systems and interactive experiences that supported rapid iteration while maintaining clear, visually cohesive product experiences.
- Partnered with cross-functional teams to integrate AI-enhanced design solutions into client workflows, improving clarity and adoption.

Impact Theory | Senior UX/UI Designer | Los Angeles, CA - Remote | November 2021 - September 2024

- Led UX and UI design for Project Kyzen, creating an avatar customization system that enabled more than 50,000 users to mint and personalize Non-Fungible Token (NFT) avatars through intuitive interfaces.
- Designed progression and reward systems connecting in-game achievements with real-life rewards, increasing daily active users by 28% and supporting long-term retention.
- Optimized onboarding flows for wallet integration and NFT minting, reducing setup time by 40% and improving first-time usability.
- Created production-ready UI for Mini-Battle Arenas and competitive features, balancing visual clarity with real-time responsiveness.
- Directed design for Merry Modz: Dark Forest Run and Merry Memory Modz, improving repeat play sessions by 22%.
- Documented design systems that reduced production timelines by 35% while improving design consistency, technical efficiency, and implementation standards.

Fjord, Part of Accenture Song | Senior Creative Technologist | Chicago, IL | June 2019 - November 2021

- Built more than 20 rapid prototypes and proof-of-concept experiences that accelerated stakeholder buy-in and reduced decision-making cycles by 30%.
- Applied early-stage machine learning and emerging technology in design workflows, reducing iteration time by up to 40% while improving concept quality.
- Developed interactive web and mobile demos that increased client confidence in technical feasibility and secured multi-project approvals.
- Produced 3D simulations and immersive interfaces that improved usability testing efficiency by 25% and clarified complex interactions.
- Delivered projection-mapped installations viewed by more than 20,000 attendees, using interactive storytelling to simplify complex technical concepts.

Fjord, Part of Accenture Song | Visual / Interaction Designer | Chicago, IL - Hybrid | September 2012 - November 2021

- Collaborated on a content-first design system for a major financial services company, improving accessibility and supporting diverse user needs across employee and client touchpoints.
- Contributed to a universal design system for a global pharmaceutical firm, consolidating more than 40 websites and helping achieve a 70% cost reduction and 40% faster time-to-market.
- Designed an omnichannel experience strategy for a leading digital platform, aligning content delivery with consumer needs to increase engagement and brand loyalty.
- Developed modular content strategies for a multichannel business, increasing content reusability and reducing inefficiencies across digital platforms.

- Unified the brand experience for a premium automotive manufacturer by connecting digital and physical customer journeys into a cohesive experience.

FanFueled | User Experience Architect | Chicago, IL | December 2011 - September 2012

- Increased fan engagement at major festivals including Lollapalooza, Ultra, and Coachella by designing gamified UX features that encouraged social sharing and fan interaction.
- Architected scalable, mobile-friendly UI solutions supporting real-time social interactions for more than 30,000 concurrent festival participants.
- Generated millions of organic social impressions through rewards-based leaderboards and interactive competitions.
- Improved fan retention and repeat participation across events by creating intuitive, points-driven loyalty systems with experience-based incentives.

EDUCATION

Harrington College of Design | Bachelor of Fine Arts (BFA), Communication Design | 2007 - 2010