

UX Researcher/Designer

# JARON KUNKEL

I have a proven track record of guiding organizations to improve their online presence. My experience implementing innovative teaching methodologies has honed my research and ideation skills.

I use my passion for strategic thinking, visual hierarchy, and language to meet business goals while improving users' lives. My experience in multicultural classrooms, traveling, and studying abroad has given me a deep appreciation of diversity.

## EXPERIENCE

### ➤ UX Designer June 2023 - Present

Self-employed/volunteer

- Conducted UX audits on existing products, identifying usability issues and opportunities for improvement
- Leveraged a strong understanding of best practices in information architecture and visual design to optimize user experiences
- Recruited participants and executed usability studies on proposed designs, garnering valuable user insights to inform design decisions
- Translated data insights into actionable recommendations, improving communication and marketing effectiveness

### ➤ Spanish Teacher 2018-2023

LHS, Leander ISD

- Planned engaging and varied lessons 3 - 6 weeks in advance
- Triangulated data from linguistics literature, student test scores, interviews, and surveys to improve instruction
- Created innovative, research-based lesson materials:
  - Visual storytelling of folktales with drawings
  - Retelling of animated shorts with screenshots
  - Character and story co-creation with students
  - Helped students give regular, informal presentations to the class about their opinions, activities, and stories
- Created and iterated on functional classroom decorations that helped students engage in class discussions in Spanish
- Advocated for emphasis on skill over theoretical knowledge

### ➤ Spanish Teacher 2012-2018

NSHS, CFBISD

- Taught all levels including Spanish for heritage speakers
- Consistently achieved 83-89% student pass rate on AP exams
- Created a welcoming environment where my love of language and cultures was self-evident

## CONTACT

✉ [jaronk100@gmail.com](mailto:jaronk100@gmail.com)

🌐 [jaronkunkel.com](http://jaronkunkel.com)

🌐 [linkedin.com/in/jaron-kunkel](https://www.linkedin.com/in/jaron-kunkel)

📞 (940) 597 - 6265

## SKILLS

### Research

- Literature reviews
- User Interviews
- Stakeholder Interviews
- User Testing
- Google Analytics
- Competitor Analysis

### Ideation & Deliverables

- Affinity Mapping
- Feature prioritization
- User Journey Mapping
- User Flow Diagramming
- Sketching & Wireframing
- Hi-fi prototyping

## TOOLS

- Figma/Figjam
- WAVE
- HTML, CSS & JS
- WordPress/Elementor

## EDUCATION

**UXD Nano-degree**  
Udacity

**Design That Scales Book Club**  
Design Systems University

**MA in Spanish**  
Universidad de Salamanca

**BA in Music/Spanish**  
University of North Texas

## LANGUAGES

**English:** Native Speaker  
**Spanish:** Near-native Fluency