

# JASON ROH

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## **LEAD USER EXPERIENCE DESIGNER** ACCORDION HEALTH, INC. JANUARY 2014 - PRESENT

Accordion helps risk-taking organizations enhance quality and risk accuracy through the power of predictive data analytics and cloud-based web applications. We work with organizations such as Medicare Advantage plans to design and develop tailored products that effectively engage with both members and providers while ensuring an improvement in quality of care.

As the lead user experience designer, I drive the user experience and user interface design of Accordion's flagship platforms: ASTRID and ARISE; incorporate human-centered design techniques to create intuitive products; and engage with stakeholders and user data to optimize experiences.

Major projects include developing the design language for Accordion's platforms; creating custom products to enhance team workflows; and establishing the Accordion brand through the creation of the logo, website, collateral and social media presence.

## **GRAPHIC DESIGN INTERN** AMERISOURCE COMPANIES JUNE 2013 - AUGUST 2013

Amerisource Companies provides custom packaging solutions from packaging design to inventory management.

As the graphic design intern, I worked alongside the lead designer and our client, Aviall, to design and develop Aviall's internal, inventory management product. While working with clients, I assisted the lead designer by producing graphics and images for the Amerisource Companies website.

Clients include: Aviall, Atlas Copco, and AER Manufacturing.

## **GRAPHIC DESIGN INTERN** ASATTE PRESS, INC. JANUARY 2012 - SEPTEMBER 2012

Asatte Press is recognized as an independent publishing company focused on creating materials for the technical industry.

As a graphic design intern, I worked alongside fellow designers, engineers, and content writers to design and implement iOS applications as well as marketing collateral. I led the development of the Asatte's branding guidelines for its first published book.

I produced Asatte's creative materials for its successful Kickstarter campaign in 2012.

## **EDUCATION**

University of Texas at Austin  
BFA Studio Art 2010 - 2016