



# Jon Plummer

Design and User Research Leader

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<http://jonplummer.com/portfolio>

## Profile

I lead teams that do user research and engineering, complementing market research by verifying feature and use-model assumptions, strengthening the product by understanding how it will be used and by whom. My teams translate these findings and business wishes into controls and behaviors that fit consumers' lives. This requires focus on real user goals and quick prototyping of products that meet those goals; doing so reduces the cost of training and support, contributes to positive word-of-mouth, and ultimately leads to more sales, more revenue, and fewer unnecessary features to build.

## Skills

- Leadership of creative teams
- User experience research
- Interface design and rapid prototyping
- Information design and data visualization
- Expert-level standards-based (X)HTML, CSS, JavaScript, and DOM
- Usability analysis and design/test cycling
- Information architecture
- Localization and translation support
- Functional and design specifications

## Experience

### User Experience Manager, Medtronic — 2004–present

- Led user-research, product definition, and interface design effort for CareLink Pro (flagship diabetes therapy reporting software for endocrinologists), thereby introducing in-person user research to the diabetes division.
- Led user-research effort for new patient-oriented online diabetes reporting system, including 35 home visits in the Los Angeles county. Currently spearheading product definition, working closely with Product and Commercial Marketing.
- Piloted four-week rapid design/test cycle (three iterations) for embedded software, prototyping the interface of a patient-worn medical device in HTML and JavaScript. Lessons from this short program have informed changes to insulin pumps and glucose-sensing devices worn by patients worldwide.
- Defined and designed an award-winning medical simulation and demonstration software, Medtronic Virtual Patient, wherein a simulated patient's blood sugar and symptoms respond to changes in food, exercise, and insulin administration. Ask me for a demo.
- Introduced the division to an important design-related metric: total cost of post-sales support per unit. Currently tackling ways to fully capture that figure and improve it without distorting effective customer service (hint: make the products easier to learn and understand).
- Mentored interaction designers and a front-end technologist across departmental boundaries.
- Three patents pending.

### Independent Designer/Developer — 2001–2004

Baxter BioScience, Medtronic MiniMed, Metro-Goldwyn-Mayer, and others

- Designed and led front-end development of Advoy.com, an online therapy management tool that covers two disease states, five languages, and thirteen countries. Streamlined the localization, translation, maintenance, and testing (including automated testing) of Advoy's front-end code through the use of CSS, object-oriented JavaScript, and human-readable standards-

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based XHTML. Wrote routines to allow jslint to run as an automated test under jsunit, establishing jslint as a mandatory test for all JavaScript source code produced by the Advoy team.

- Redesigned, rebuilt, and performance-optimized (HTML, JavaScript) AvantGo-based mobile medical data collection platform used by consumers in the US and UK.
- Designed and built prototype and front-end of subsequent production version of senior management financial reporting tool for Baxter BioScience, gathering requirements from Senior Management team members.
- Participated in embedded-software interface review and improvement initiative for Medtronic MiniMed.
- Developed a technique to accept localized input and localize numeric output on the front-end using JavaScript, independent of back-end data format requirements.
- Produced standards-based front-end code and design “skins” for a number of internal and public-facing online applications for a variety of companies.
- Gathered requirements and wrote specifications for the entirety of Advoy Primary Immunodeficiency and for two major feature modules for Advoy Hemophilia.

#### **Design Engineer, Mann Consulting — 1999–2001**

- Provided original site and application "look-and-feel," information architecture, interaction design, and front-end development services (HTML, CSS, JavaScript) to 17 clients.
- Designed corporate identity, produced content strategy, designed and developed marketing web site, and designed and built client extranet application for the firm.
- Led a three-member creative team, providing training, art direction, and proposal generation expertise.
- Designed and animated screen-on-screen special-effects packages for eight episodes of Nash Bridges and one feature film.

#### **Production Manager and Graphic Designer, A.T.Kearney — 1996–1999**

- Led an eleven-member creative department, producing print and on-screen presentations, marketing materials, posters, CD-ROMs, and PDF reports to Fortune 500 clients worldwide.
- Created the Production Services Capacity Finder, A.T.Kearney's first intranet application.
- Led firm's West Coast Graphic Standards initiative, enabling load-balancing among four offices.
- Trained the creative team in internal client management and the use of Illustrator, PowerPoint, HTML, Director, and FileMaker Pro.

#### **Research Assistant, University of Michigan Medical Center — 1995–1996**

- Produced models of neuroreceptors via computerized molecular chemistry.
- Created color slides and GIF images for online and on-screen presentation.
- Redesigned differential diagnosis flowsheets, increasing data quality and speed of administration by 25%.
- Developed spreadsheet-based lightweight statistical analysis platform.

#### **Training and Education**

2006: Interaction Design Practicum, Cooper

2004: Logos, Symbols, and Letterforms, Otis College of Art Evening Program

2001: Basic Drawing and Beyond, CCAC Extension

1998: Typography and Typographic Design, Berkeley Extension

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1998: Graphic Design Studio, Berkeley Extension

1996: Master of Social Work, University of Michigan

1994: BA Anthropology, University of Washington

1994: BA Psychology, University of Washington

### **Certifications and Patents**

- HFI Certified Usability Analyst
- Lean/Six Sigma Green Belt
- Three patents pending

### **Find Me Online**

- <http://jonplummer.com/>
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