JASON **CRANFORD TEAGUE**

DESIGN FOR A HUMAN FUTURE

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CORE SKILLS

- UX Strategy & Research
- Information Architecture
- Interaction Design & Prototyping
- Visual Design & Brand Systems
- Design Team Leadership
- Workshop Facilitation
- Accessibility (WCAG 2.2)
- Web Standards (CSS, HTML)
- Agile / Design Thinking
- AI-First Product Design

TOOLS

Figma · OmniGraffle · Miro · Adobe Creative Suite · Framer · Axure · Webflow · Cursor · Replit

EDUCATION

MS, Design Certificate
Rensselaer Polytechnic Institute

BA, English
University of North Carolina at Charlotte

Certificate, Customer Experience
University of Richmond

SUMMARY

Strategic UX consultant and creative director with 10+ years leading digital product design for enterprise, government, and growth-stage organizations. Known for building **design systems**, **UX research programs**, and **high-performing teams** that ship. Current clients include **SpaceX**, **IEEE**, and the **Consumer Technology Association**. Author of 19 books on web design used industry-wide.

EXPERIENCE

ADJUNCT INSTRUCTOR – GUILFORD COLLEGE
JUN 2025–PRESENT

- Teaching **UX design and web standards** to undergraduate students
- Developed course materials covering interaction design, prototyping, and accessibility

ADJUNCT INSTRUCTOR – ARIZONA STATE UNIVERSITY
JAN–MAY 2025

- Taught **web design fundamentals** with emphasis on CSS, HTML, and user-centered practice

PRINCIPAL – CRANFORDTEAGUE DIGITAL STRATEGY
2023–PRESENT

- Led **UX strategy** for IEEE digital transformation initiative
- Delivered **product design sprints** for SpaceX internal tools
- **UX training programs** for Navy Federal Credit Union and Cisco
- Clients include **Consumer Technology Association**, Aspen Institute, XPrize

SR. DESIGN DIRECTOR / DIRECTOR OF EXPERIENCE DESIGN – CAPGEMINI
2019–2023

- Managed project budgets ranging from **$25K to $500K**; recruited and trained UX staff
- Ran **design thinking workshops** producing personas, journey maps, storyboards, wireframes, and high-fidelity prototypes
- Built **HTML/CSS/JS prototypes** for usability and accessibility testing across enterprise platforms
- Established **design standards and component libraries** for Sargento, MasterCard, and Office of Naval Resources

PUBLICATIONS

19 books including:

CSS3: Visual QuickStart Guide (Peachpit, 6 ed.)

The New Web Typography (CRC Press, 2016)

Fluid Web Typography (New Riders)

Speaking in Styles (New Riders)

SPEAKING

SXSW · WebVisions · UX New Zealand · Web3 LIVE · edUI · HOW Design Live · World IA Day · Chicago Camps

EXPERIENCE (CONTINUED)

SR. CREATIVE DIRECTOR — CAPITAL ONE

2014–2019

– Developed consumer experiences across **web, mobile, and emerging platforms** in close partnership with Product and Engineering

– Managed and mentored a **team of 50 UX professionals** through the C1 Creative Academy

– Directed **Online Account Opening** design during critical dev stabilization phase

ADJUNCT FACULTY — DREXEL UNIVERSITY

2017–2019

– Taught **UX and interaction design** courses in the Westphal College of Media Arts & Design

USER EXPERIENCE LEAD — USA TODAY / GANNETT DIGITAL

2013–2014

– Led **UX research, strategy, design, and prototyping** for USA TODAY's content management system

– Directed rollout of the redesigned CMS experience to **Gannett properties worldwide**

CORE CONTRIBUTOR — WIRED

2010–2014

– Contributed design and web standards expertise to editorial projects at **WIRED**

MANAGING DIRECTOR OF UX — FORUM ONE COMMUNICATIONS

2010–2012

– Directed a multidisciplinary team of **Information Architects, Interactive Designers, and Interface Engineers**

– Key clients: **USDA, EPA, Half the Sky Foundation, Aspen Institute**

– Established **research and testing practices** across the agency's federal practice

SR. DESIGN MANAGER — MARRIOTT INTERNATIONAL

2009–2010

– Oversaw **visual design for marriott.com**, a top-10 ecommerce site generating billions in annual bookings

– Led the **2009 homepage relaunch** in coordination with global engineering and brand teams across 7,000+ properties

– Supervised the in-house **UX team** and established visual design standards

DIRECTOR OF WEB DESIGN STANDARDS — AOL / MEDIAGLOW

2007–2009

– Set **cross-portfolio design standards** for AOL's MediaGlow network of content sites

– **W3C CSS Workgroup** contributor — advised on web typography specification

CREATIVE DIRECTOR — AOL RED

2006–2007

– Led creative direction for **AOL RED**, AOL's teen-focused lifestyle channel

– Oversaw visual design, content strategy, and brand identity for the channel launch

UX ARCHITECT — AOL

2004–2006

– Defined **information architecture and interaction design** for high-traffic AOL consumer properties

– Collaborated with product and engineering teams on end-to-end UX for web and portal experiences

Earlier: Lead designer WebMD (1998 launch); Senior IA at Lante — Virgin, Coca-Cola, CNN, Bell South, DuPont.