

JJ Cohoon

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Experienced UX Designer | Workflow Design & Front-End Development

Experienced product manager, UX/UI designer, and hands-on developer with direct design responsibility across product initiatives and independent client work. Combines user interviews, usability testing, information architecture, responsive UI design, and product analytics with Figma, HTML/CSS, and React. Follows work from discovery and interaction design through implementation and evaluation.

EXPERIENCE

Independent Product & Digital Workflow Consultant

Charlottesville, VA | Feb 2025 - Present

- Designed and developed a Next.js/React and TypeScript client portal for a business-management and accounting firm, translating manual intake into company-scoped submission, review, approval, and status-tracking workflows.
- Used stakeholder sandbox reviews to clarify form behavior, refine UI copy, and identify defects and risks of data loss; documented changes and QA priorities.
- Built a one-page React/WebRTC conversational onboarding experience that guides a hypothetical new hire through role context, collaborators, tools, and next steps.

Product Manager

Teachstone | Charlottesville, VA / Remote | May 2020 - Feb 2025

- Owned UX/UI for product initiatives spanning login, onboarding, coaching, educational resources, dashboards, and observation experiences; collaborated with a dedicated designer on selected work.
- Interviewed users, ran task-based usability sessions, and synthesized findings into workflows, journey maps, wireframes, clickable prototypes, and detailed UI designs; recruited through Pendo guides, database-selected groups, and paid services.
- Designed and tested authenticated-platform information architecture using card sorting and tree testing; applied Nielsen Norman Group usability heuristics and competitive reviews to evaluate usability.
- Designed responsive layouts, reusable components, forms, and loading, empty, error, and permission states. Advocated mobile-first teacher flows using research into users' circumstances and technology use.
- Used support cases and login telemetry and error analysis to identify account-access friction; designed UX/UI and partnered with Engineering and Security on SMS login and recovery, reducing login errors by about 40%.
- Measured SMS login adoption at about 80% among active users while sustaining a sub-4% SMS-login error rate.
- Built Pendo analyses and used NRQL and warehouse SQL to define and investigate funnels, errors, and task completion. Supported longitudinal NPS reporting, with an NPS consistently above 60 for the majority of 8+ years.
- Evaluated keyboard navigation, focus, screen-reader behavior, labels, contrast, and reflow; used Lighthouse and contrast checkers. Wrote interface copy and supported localization through direct work, AI, and services.
- Specified interaction behavior and validation for developers and reviewed implementations. Led core business web product modernization.
- Contributed code to smaller PHP, Ruby, and React/Rails projects, bringing implementation experience to design decisions; later took over Pendo ownership and improved its setup.

Associate Product Manager

Teachstone | Charlottesville, VA | Jun 2019 - May 2020

- Owned native-mobile products for video coaching and classroom observation entry; coordinated requirements, external development and QA, defect triage, UAT, and release readiness.

Video Product Specialist

Teachstone | Charlottesville, VA | Mar 2018 - Jun 2019

- Improved video streaming and content-delivery experiences for assessment and coaching using user feedback, usage data, and support issues to guide usability and accessibility changes.

Multimedia Developer

Teachstone | Charlottesville, VA | Oct 2011 - Mar 2018

- Built interactive SCORM learning modules and web-video features in PHP and Ruby on Rails; combined video, assessments, and structured learning paths for educator training.
- Initiated and filmed interviews with teachers, coaches, and administrators to strengthen connection to users and buyers; filmed staff portraying personas to make users' circumstances tangible to colleagues.

Earlier Creative Experience

Technical Director | Squid and Beard | 2009 - 2012

Produced video, interactive-web, and panoramic experiences, connecting visual storytelling with hands-on technical delivery.

Artistic Director | Filament Productions | 2007 - 2008

Directed multimedia and immersive event work; created visualizations and production assets to communicate creative concepts.

SKILLS & TOOLS

- Design: Figma, Balsamiq, Sketch, Miro, Photoshop, Illustrator; flows, journeys, wireframes, clickable prototypes, responsive UI, components, information architecture.
- Front end: HTML, CSS, JavaScript, TypeScript, React, Next.js, browser developer tools, Bootstrap, Material UI; some Tailwind; Git/GitHub.
- Research & measurement: interviews, usability testing, card sorting, tree testing, heuristic evaluation, A/B testing; Pendo, GA/GTM, SQL, New Relic NRQL.
- Delivery & accessibility: interaction specifications, design review, QA/UAT, releases; keyboard/focus and screen-reader testing, Lighthouse, contrast checkers.

EDUCATION & CERTIFICATIONS

University of Virginia & Virginia Tech | Undergraduate coursework including computer science

Pragmatic Institute | PMC-III Certified Product Manager (2020)

Workato | Automation Pro I-III; Applied Gen AI; Agentic AI Basics (2025)