JONATHAN RILEY

Creative, Brand & Digital Experience Leader · UX & Product Strategy

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PROFESSIONAL PROFILE

I lead design, create digital experiences, and bring ideas to life through marketing. For **more than 25 years**, I've worked across brand and product marketing, UX leadership, product management, and hands-on creative production. I've managed designers, owned product delivery and roadmaps, developed brand and go-to-market programs, and personally created the websites, interfaces, presentations, and campaign assets behind the work. I bring a practical mix of strategy, team leadership, and execution that connects the experience people have with the story a company tells.

SELECTED RESULTS

- Led the **Pager and Onlife Health brand consolidation** into Pager Health, aligning messaging, digital experiences, and creative standards across channels.
- Generated **approximately 2 times the marketing-qualified leads** through product marketing programs; created and fielded an event campaign that produced **43 leads against a projection of 25**.
- **Led a six-person UX team** and served concurrently as Product Manager for a digital wellbeing platform; redesign increased utilization **12–14%** and satisfaction **approximately 20% overall**.
- Introduced **formal usability testing in under three months**; trained six colleagues and strengthened design operations, accessibility, and delivery practices.

PROFESSIONAL EXPERIENCE

Brand Marketing Manager

Pager Health | Aug 2025 – Sep 2026

- Led brand consolidation and ongoing brand governance, refining architecture, messaging, standards, templates, and creative consistency across marketing and digital touchpoints.
- Managed corporate WordPress and Squarespace website presences, including content, accessibility, SEO, analytics, and publishing; supported a team effort that doubled search visibility.
- Personally designed case studies, white papers, flyers, event materials, presentations, social graphics, and web content; developed Claude-based brand guidance and creative templates, supported AI adoption, and coordinated creative vendors.

Product Marketing Manager

Pager Health | Oct 2023 – Oct 2025

- Led product positioning, messaging, launches, go-to-market materials, and sales enablement in collaboration with Product, Sales, and Client Success.
- Delivered approximately 173 MQLs against an 80-MQL annual target; supported launches and events that exceeded projected lead goals.
- Personally created product case studies, white papers, flyers, presentations, event assets, and campaign materials; managed WordPress and Squarespace website content and experiences.
- Established marketing intake and review workflows, developed shared asset resources, and built the storage infrastructure to centralize creative materials, improve accessibility, and streamline collaboration across teams.

Senior Manager, UX Strategy & Design / Concurrent Product Manager

Onlife Health / GuideWell | Jun 2020 – Oct 2023

- Led and coached six UX designers as a hands-on player-coach, personally contributing to research, interaction design, wireframes, prototypes, usability testing, responsive UI, and implementation QA.
- Independently developed and presented the product roadmap; managed backlog priorities, user stories and acceptance criteria, ran daily engineering standups, and reported progress and success metrics to the VP of Product.
- Led the redesign of an enterprise digital wellbeing platform supported by proprietary back-end systems, making personalized wellness journeys easier to navigate; experiences drew on health-plan personas, health assessments, and ML-supported recommendations. Utilization increased 12–14%, satisfaction approximately 20%, and initial logins went up 96% through strategic engagement communications plan.
- Established formal UserTesting research, trained six colleagues, and implemented Jira workflows, team KPIs, resource planning, and Confluence documentation; partnered on accessibility improvements and accreditation readiness.

Senior UX Designer / Developer and UX Lead

GuideWell / Florida Blue | Jan 2011 – Jun 2020

- Designed complex insurance sales workflows, interaction patterns, prototypes, design systems, and front-end HTML/CSS/JavaScript; guided junior UX contributors and worked directly with engineering.
- Led visual and interaction design and usability testing for a health plan mobile app recognized with a 2017 Best Design Mobile App award.
- Created web, mobile, tablet, and interactive kiosk experiences spanning UX, visual design, motion, and interactive media.

Earlier Digital Experience

- **Graphic Design |** Triumph Learning | Nov 2010 – Jan 2011 — CMS content production, HTML/CSS, media assets, and quality assurance.
- **Content Manager |** Citibank | Oct 2007 – Oct 2010 — Front-end content management, HTML/CSS/JavaScript, CMS enhancements, and cross-functional QA.
- **Senior Web Designer / Consultant |** Web.com | Mar 2000 – Sep 2007 — Designed and developed e-commerce and database-enabled sites; consulted on web solutions, integrations, SEO, and security.

CAPABILITIES & TOOLS

Brand strategy & governance • Corporate marketing • Product marketing & GTM • Creative direction & production • UX leadership & research • Product roadmaps & delivery • Design systems • Web strategy & accessibility • SEO • Events & sales enablement • Figma • Adobe Creative Cloud • PowerPoint • WordPress • Squarespace • UserTesting • Jira • Confluence • Monday.com • HubSpot • Pardot • Salesforce • Claude / Claude Code • HTML / CSS / JavaScript • Front-end web development

EDUCATION

AA, Web Design & Interactive Media | The Art Institute

PROFESSIONAL CERTIFICATIONS & TRAINING

Real World Agile & Scrum | Agile Transformation, Inc. • **PowerPoint** | Microsoft • **Product Marketing Core & Brand Marketing Masters** | Product Marketing Alliance (PMA) • **Inbound Digital Marketing & Software Utilization** | HubSpot