

# Jerrod Larson

UX leadership  
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## Work

Now

### Head of Design, Google Drive

Seattle

- Responsible for Google Drive's UX, used by ~1 billion people.
- Led a multi-platform, multi-feature redesign ([Gizmodo](#), [TechRadar](#), [Ars Technica](#), [ZD Net](#), [The Verge](#)).
- Created Google's official new UX Manager training; mentor to 3 UXMs.
- Lead team of managers, designers, UX engineers and writers.

2022

2020

### Head of UX, Google Cloud Console

Seattle

- Responsible for [Google Cloud Platform](#)'s web console, search, mobile, and onboarding experiences used by millions of people and organizations.
- Created GCP's in-product onboarding experience, used by 100s of thousands.
- Led teams of UXMs, designers, researchers, UX engineers and writers.

2020

2018

### UX Manager, Google Cloud

Seattle

- Responsible for [Google Cloud Platform](#) onboarding and growth.
- Generated \$150M+ in incremental revenue.
- Led team of product designers, researchers, UX engineers and UX writers.

2018

2016

### UX Manager, Qualtrics

Seattle

- Responsible for the UX of the [Customer Experience product line](#) and mobile apps.
- Led team of product designers & researchers.

2016

2014

### Head of UX, Alaska Airlines

Seattle

- Responsible for the design of [alaskaair.com](#), generating \$2.5B+; interim mobile UX manager (iOS & Android apps and airport kiosks).
- Oversaw a [comprehensive redesign of alaskaair.com](#) and a [cross-channel rebranding](#) generating \$50M+ in incremental revenue ([announcement](#)).
- Led team of 12 UX and visual designers/researchers.

2014

### Head of UX, Amazon post-order experience

Seattle

- Responsible for the design of post-order customer experiences: Your Orders, Your Account, Help, order emails, and CRM used by agents.
- Led an international team of 12 product designers and researchers (3 indirect).

2013  
2011

### **UX Associate Technical Fellow, Boeing**

Seattle

- Set enterprise software design direction and led user experience teams as an [Associate Technical Fellow](#), a designation awarded to the top 2% of employees.
- Created Boeing's mobile, web application, and [desktop software style guides](#).
- Awarded 1 US patent, 4 Achievement awards, 4 Accomplishment awards, and 3 Appreciation awards for outstanding performance.

2010  
2005

### **Sr. UX Designer, Boeing**

Seattle

- UX lead for various projects, such as: Led 25 people in a redesign of employee and supplier portals; 7 UXRs in a contextual inquiry of the 787 production line.
- Mentored 6 employees; 23 awards for performance; 1 cash award.

## **Service**

2021  
2016

### **Board Member, Dept. of Human-Centered Design**

University of Washington, Seattle

- Won [Mikey award](#) for service to the department.
- Graduation speaker for [Class of 2017](#).

2013

### **Instructor, Human-Centered Design**

University of Washington, Seattle

- Taught 50 undergraduates UX theory and practice while working full-time.

## **Education**

### **Ph.D., Human-Centered Design**

University of Washington, Seattle

- Department award for academic excellence.
- Degree obtained while working full time.

### **Master's, Human-Centered Design**

University of Washington, Seattle

- Degree obtained while working full time.

### **Bachelors, Education**

Arizona State University, Tempe

- 2 years of architecture school.
- Multiple quarters on Dean's list.