My Approach

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2024

Intro

Contained here is a brief introduction to me and insights into how I work and think.

Thanks for checking it out!

I hope we'll be seeing more of each other.

Who I Am

My name is Jeff. I'm determined and persistent. I don't like to be told something can't be done, I believe it's always worth spending time trying. Growing up in a big family, I found that if I wanted something, i had to figure out how to do it myself with limited funds, makeshift tools and a ton of creativity. Where there's a will there's a way!

I create
I dream
I assemble
I guide
I collaborate
I engage
I teach
I entertain
I recognize
I inspire

SONOMA COUNTY

I've worked for a lot of companies, large and small, across a wide range of industries and in a variety of roles…

Levi Strauss & Company	Macy's, Inc.
The SF Foundation	Out & Equal Workplace Advocates
Banana Republic	Albertsons Companies
Women's Funding Network	Lawrence Hall of Science
Blue Shield of California	Renew Financial
San Francisco SPCA	Brilliant Earth
Lawrence Hall of Science	Dispatch Health
Renew Financial	

Expertise

My experience crosses many different disciplines; most are represented in the following list:

User Experience Design

Product Design

Product Taxonomy

Information Architecture

Voice User Interface Design

Content Strategy

Marketing Strategy

Copywriting / Copy Editing

Philosophy

How I think about

Good Design
vs
Great Design?

Philosophy

Good designs win awards (sometimes)

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Great designs win users,

customers,

shoppers,

advocates,

fans,

(and sometimes awards)

Approach

Any project, large or small, should incorporate a few basic tenets…

Informed

Balanced

Thoughtful

User-Centric

Collaborative

Holistic

Approach

Informed

What are the business goals?
How will KPI be measured?
What is the project scope?
What is the timeline?
What is the budget?
Who has input?
Who has final sign-off?
What are the limiting factors?
Are we constrained by the technology?

Approach

Balanced

How do we balance the needs of the business with the needs of our users?
Should we innovate or stick with a more traditional approach?
How can we deliver a complex experience that appears clean, simple and intuitive?

Approach

Thoughtful

Are there competitive experiences that we can leverage?

Do we have user data and analytics on the existing experience?

What are the painpoints for our target audience?

What are the painpoints for internal support and maintenance users?

Approach

User-Centric

Who is the target audience?

Are there secondary audiences?

Do we have user profiles and personas?

What are their individual needs?

How comfortable are they with technology?

Do we understand the user journey?

Do we understand their perspectives on our product / company?

Will they be repeat, frequent users or only occasional users?

How and when can we engage them?

Approach

Collaborative

What is our team make-up?

What are each person's responsibilities?

How will we communicate?

When and how often will we meet?

How will we engage internal stakeholders to inform our efforts?

How can we best support each other?

What can we learn from each other?

Approach

Holistic

How will we leverage our organization's brand values into the experience?
How will this effort be operationalized into the business?
Will this effort be an extension of existing channels or a disparate channel?
Will we use other business channels to make customers aware of this effort?

Thanks!

Hopefully this document gave you a good idea of the design thinking and approach that I would bring to work for your organization.

If you'd like to learn more, I'm happy to go into detail. Just let me know.

You can reach me at jeff@fabino.com.