



Jamie Braith, Product Design Lead (UX)

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Portfolio: <https://jamiebraith.com/>

Profile & Accomplishments

- Nearly 14 years of overall design experience and 7+ years working on large-scale marketing websites and SaaS products in the UX design specialty.
- People manager and lead duties including design process definition for over 2 years.
- Led the design of all-new, highly adopted features including tags, notes, and saved views with 76-79% adoption.
- Led 8-10 remote moderated user interview studies, generative and evaluative, built user archetypes, and developed a strategic company vision to support the different user types.
- Led a redesign of Sophia.org, an affordable online education provider. Created customer journeys, wireframes, style tiles, high-fidelity designs, and a scalable design system.

Skills

Design Systems, Redesigns, Wireframing, Prototyping, Information Architecture, Interaction Design, Microanimation, Responsive Design, Research Plans, Usability Testing, User Interviews, Journey Mapping, Story Mapping, User Stories, Problem Identification, Design Thinking, Concept Mapping, Integration Design, Vision Storytelling, Emotional Design, Accessibility, Basic HTML/CSS/Javascript, Data Driven, ChatGPT, Adobe Creative Suite, Figma

Employment History



TEKsystems
Full-time, Minneapolis, Minnesota
(1 mo)

Senior Product Designer
Sep 2024 - Present

- Wells Fargo, Contract, Sep 2024 - Feb 2025, 6 months
- Report to the Cross-Channel Service Design (xCSD) team
- Modernize the user experience for employees: tellers, bankers, and agents



2U
Part-time, Remote (11 mos)

Instructor
Aug 2023 - Present

- Primary Instructor for the March - September 2024 UI/UX cohort at the University of Minnesota
- Lead lectures, Figma demos, provide support, attend office hours, and grade



Parallax
Full-time, Edina, Minnesota
(3 yrs 3 mos)

Product Design Lead

Jul 2022 - Aug 2024

Product Designer

Jun 2021 - Jul 2022

- Establish company vision based on discovery research
- Build B2B user archetypes, journey maps, story maps, and technical requirements
- Use Figma, Miro, and Adobe Suite to build strong designs and concepts
- Manage design team



Strategic Education, Inc
Full-time, Minneapolis, MN
(1 yr 8 mos)

Senior Product Designer (UX)

Oct 2019 - May 2021

- Multiple B2C website redesign projects with design systems using Sketch and Invision's Design System Manager Tool
- Embedded in an agile product team
- Facilitated cross-team collaboration on an enterprise-wide color palette



Robert Half
Full-time, Minneapolis, MN
(9 mos)

Art Director Consultant

Feb 2019 - Oct 2019

- Senior Product Designer @ Strategic Education, Inc. Mar - Oct 2019, 8 months
- Digital Designer/Loyalty email @ Smartbase Solutions. Feb - Mar 2019, 2 weeks + part-time Dec 2019



Red Circle Agency
Full-time, Minneapolis, MN
(5 yr 6 mos)

Art Director

May 2017 - Jan 2019

Designer

Aug 2013 - May 2017

- Created and proofed branding and advertising which included brand book design, monthly campaigns, billboards, websites, digital ads, photo editing, etc
- Planned and directed multiple shoots
- Art Directed AdFed MN's "The Show"

Education



Thomas Jefferson University
Philadelphia, Pennsylvania

MS, UI/UX, *Incomplete
2016 - 2017



University of Wisconsin — Stout
Menomonie, Wisconsin

BFA, Graphic Design & Interactive Media
2008 - 2012



Nielsen Norman Group

UX Certificate

Issued Jun 2023

Credential ID: 1070314