Jamie Braith

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Portfolio: https://jamiebraith.com/

Profile & Accomplishments

- Over 15 years of design experience and 10+ years working on internal custom tools, large-scale marketing websites, and B2B SaaS products.
- Over 2 years as a people manager with lead duties including design process definition.
- Led 8-10 remote moderated user interview studies, generative and evaluative, built user archetypes, and developed a strategic company vision.
- 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.
- Led discovery sessions to support the migration of 15 customer fraud support teams.

Skills

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

Employment History

Wells Fargo
Full-time, Minneapolis, Minnesota (7 mos+)

Senior Product Designer
Jan 2025 - current

- Modernizing internal fraud reporting, detection, and investigation custom tools
- Led discovery sessions across 15 fraud teams, built detailed flows, and solved complex cross-platform problems

TEKsystems (Wells Fargo)
Full-time, Minneapolis, Minnesota (5 mos)

Senior Product Designer
Sep 2024 - Jan 2025

- Wells Fargo, Contract, Sep 2024 - Feb 2025, 5 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 (Strategic Ed)
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

See earlier positions on linkedin.

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