

User-Centered / Interactive / Interface Designer ▶ | Creativity Empowerer ▶ | Partnership / Team Builder ▶

Experienced UX designer, strategist, advocate, and leader with a focus on collaboration, problem-solving, and creative thinking. Specializing in providing innovative user-centered design culled from usability test-driven results and meticulous research and discovery. Values, effort, and purpose-driven leader that helps inspire the creativity of each team member, and pushes to turn weaknesses into strengths. A patient listener, teacher, and mentor.

AREAS OF EXPERTISE

User Experience Design
User Interface Design
Visual Design

Prototyping / Wireframing
Creative Team Building
Interaction Design

Infrastructure Architecture
Usability Testing
User Experience Research

RECENT PROFESSIONAL HISTORY

CVS HEALTH (bswift), Chicago, IL

JAN. 2018 ▶ PRESENT

User Experience Design Manager

Leading a team of health-minded User Experience & Visual Designers, Infrastructure Architects, Researchers, and Usability Specialists to create an empathetic, patient-focused benefits enrollment software. Proud to provide 100% usability tested experiences.

Responsibilities:

- ▶ Leading discovery with product manager on upcoming initiative, and assigning projects to design team members
- ▶ Following project process / progress with design team and mentoring as necessary
- ▶ Holding project-timely status and showcasing meetings with design team to help troubleshoot a project, or provide helpful feedback prior to business review or client testing
- ▶ Contributing to the success of project deliverables with visual style guidelines in adherence to development platforms
- ▶ Creating user-centric flow charts, wireframes, prototypes, and visual mockups on individual and team-oriented projects
- ▶ Presenting conceptional to fully usability tested designs to business and product owners at numerous points of design to hit all project / development timeline, and release schedules
- ▶ Creating design specifications for seamless project hand-off from the UX team to front-end development team
- ▶ Facilitating design, testing, and research-based learning workshops. Sometimes with guest speakers
- ▶ Mentoring junior designs with focus on visual / experience design and interaction
- ▶ Hands-on ethnographic research at client sites to better understand client process and workflow with our products
- ▶ Reimagining the voice-based interactive benefits platform using IA and VUI practices

RECENT PROFESSIONAL HISTORY (CONTINUED)

AETNA (bswift), Chicago, IL

APR. 2016 ▶ JAN. 2018

Senior Experience Designer

Creating one-of-a-kind cross-platform health experiences to help users of all ages enroll in employer-provided benefits or for retirement, and Medicare benefits. Sketching, prototyping, testing and designing a solution based 100% on usability tested results.

Responsibilities:

- ▶ Determining pain points through client discovery, usability testing and user interviews
- ▶ Designing intuitive, modern, and engaging user interfaces, from low fidelity sketches and wireframes to high fidelity prototypes and designs.
- ▶ Following a fully-responsive, mobile first methodology in all current and upcoming projects, and sharing it's benefits to product owners and stakeholders
- ▶ Presenting and iterating design while adhering to sprint schedules and best practices in an agile environment
- ▶ Creating detailed design specification and standards to follow when handing off a project to development

ENTIRE WORK HISTORY AVAILABLE UPON REQUEST, OR AVAILABLE ON LINKEDIN

AWARDS

Micro Site of the Year – Danze “Flush It” – Bronze
The Show 2008, Minneapolis, MN

Micro Site of the Year – Activision World Series Of Poker
“Beat the Brat” – Merit
The Show 2008, Minneapolis, MN

Other – GdB Interactive Holiday Card – Merit
The Show 2008, Minneapolis, MN

EDUCATION

Connecting Point, 2003
Minneapolis, MN

Certifications:

Microsoft MCDBA & MCP certifications, 2003
Cisco CPPNA certification, 2003
CompTIA A+ Certification, 2003

REFERENCES

“Jeff has a unique set of skills and approach to looking at software design. He came up with creative ways to present software functionality that was also engaging and interesting for the user...”

- **Bryan Dieter** (CEO PinpointCare)

PORTFOLIO

Some of my past work along with testimonials available online at www.janscomb.com