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| Jeffrey  M⏵Anscomb | linkedin.com/janscomb  jmanscomb@gmail.com  612.720.7078  janscomb.com |

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

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| 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** |

For a more detailed / complete work history, references, and recommendations Please ask, or visit my LinkedIn profile at: linkedin.com/in/janscomb