

Leadership in user experience
strategy, research, and design

SKILLS

User Experience

A/B testing, card sorting, contextual inquiry, stakeholder interviews, affinity diagrams, heuristic evaluation, information visualization, information architecture, persona mapping, process diagrams, rapid prototyping, site maps, storyboarding, user interviews, user journey maps, wireframing, iOS/mobile design, enterprise application design, product design strategy, responsive design, mockups, design pattern libraries, design documentation

Tools

Axure, OmniGraffle, Photoshop, Illustrator, WordPress, SharePoint, JIRA, Basecamp, OmniPlan, Google Analytics, InDesign, Keynote, PowerPoint, Test Flight

Understanding of capabilities and limitations

AJAX, Bootstrap, CSS, HTML, JavaScript, JQuery, PHP, Visio, Vaadin Framework

AWARDS, HONORS, COURSES TAUGHT, AND ARTICLES

- 2016 Top 50 Female UI/UX Designers in Austin, Texas
- 2016 Idean Executive Roundtable Participant
- Article: [Everyone Together Now: Prototyping for Team Alignment](#)
- Instructor, General Assembly, Prototyping 101
- 2007 Summit Creative Awards Gold, Interactive Media Training (with Fusion Learning)

PROFESSIONAL EXPERIENCE

The Advisory Board Company Director of User Experience Austin, TX June 2015 — present

Business intelligence tools for the healthcare industry

- Managing a team of 5 designers and researchers in product design and development of desktop and mobile web applications for the clinical space using Lean Start Up and Agile Development best practices in a fast-paced environment
- Run design sprints with multidisciplinary teams to foster collaboration and iteration using Google Ventures methodology
- Collaborate with product management and development to create solutions to clinical problems
- Ownership of UX direction for 7 product lines representing over \$100 million in revenue
- Member of product leadership team involved in all product decisions for 3 products as well as new business development
- Lead end-user and buyer research efforts, creating research plans, analysis, recommendations, and presentation to influence in decision making
- Work with product and development leaders to create documentation of business requirements for complex projects
- Lead team in best practices for user experience design including writing and understanding business requirements, information architecture, interaction design, design review, and visual design to create engaging, intuitive user experiences across multiple channels
- Mentorship of designers and researchers in the field of user experience strategy and design
- Recruiting of new designers, product managers, and developers
- Remove roadblocks and advocate for my reports

Handsome. User Experience Lead (Contract) Austin, TX Mar 2015 — June 2015

Led team of product designers and UX researchers

- Conducted stakeholder and subject matter expert interviews for start-up clients
- Created strategic plan for client user experience projects
- Presented recommendations and plans to clients
- Conducted end-user contextual inquiry sessions in a fast-paced, start-up environment
- Developed user stories and flows for mobile products to create engaging, intuitive experiences
- Created wireframes and mockups

PROFESSIONAL EXPERIENCE (Continued from previous page)

projekt202

Senior Experience Researcher (Contract) Austin, TX

Jan 2015 — Mar 2015

Consultant for financial services enterprise business intelligence project with a Fortune 500 company

- Conducted stakeholder and subject matter expert interviews
- Created strategic plan for client experience strategy projects
- Presented recommendations and plans to clients
- Conducted end user contextual inquiry sessions

Visible Health

User Experience Lead

Austin, TX

Jan 2012 — December 2014

User experience lead and product strategy for McKesson Healthcare, Stanford Research Institute, and Boston Scientific

- Responsible for maintaining and servicing McKesson account that represented over 75% of firm's revenue
- Acquired two new McKesson projects as a result of my work with McKesson project
- Planned and executed end-user research and product strategy of enterprise web and mobile applications for healthcare industry clients using Agile Development methodologies and Lean Start Up best practices
- Scaled UX team from 1 to 6 in two years
- Managed team by mentor and coaching UX researchers and designers in strategy, interaction design, product management, and account management by clearing roadblocks and being their advocate
- Collaborated with high-level clients to create research plans, product roadmaps, and determine product strategy
- Led kick-off and brainstorming sessions with clients and development team to create requirements
- Conducted usability studies using contextual inquiry, persona mapping, user surveys, and heuristic review
- Analyzed and presented usability findings and site metrics to clients making recommendations for action
- Created deliverables including user journey maps, affinity diagrams, wireframes, site maps, design pattern libraries, and prototypes
- Worked with product and development to create documentation of business requirements for complex projects
- Collaborated directly with developers to ensure all designs and strategies are technically feasible

Whole Foods Market

User Experience Design and Art Direction Austin, TX

Jan 2005 — Dec 2011

Enterprise systems including inventory management and learning management systems as well as project lead, user experience researcher, information architect, and interaction designer.

- Led brainstorming sessions with team and business partners to determine functional, content and technical requirements as well as user interface specifications
- Conducted qualitative end user research studies using contextual inquiry, persona mapping, user surveys, card sorting, and heuristic review
- Analyzed and presented research findings and site metrics making recommendations for action
- Created deliverables such as affinity diagrams, user journey maps, heuristic reviews, personas, wireframes, site maps, mockups, and prototypes for web applications
- Created brand guidelines for internal sites as well as participated in the development of Whole Foods Market's brand standards

VisionWeb

UI Designer

Austin, TX

Jan 2004 — Oct 2004

Enterprise ordering system for optometry field

- Defined UI style and created UI assets for enterprise web application
- Produced rapid prototypes for product ordering engine and insurance claim site
- Created visual specifications
- Managed a team freelancers and provided art direction for outsourced projects

See more job history at <https://www.linkedin.com/in/jayebrown1>.

EDUCATION

University of North Carolina at Asheville

Asheville, NC

Post-graduate studies in multimedia

University of Oklahoma

Norman, OK

Bachelor of Arts, Political Science