

# Jamie.

## Education

### Designlab

APR 2017–SEP 2017

Completed an intensive immersive course centering around the UX Design process, gaining hands-on experience in user research and interactive design through creating user flows, sitemaps, wireframes, and prototypes.

### General Assembly

AUG 2015–OCT 2015

Learned full-stack web development, while building fully functional applications using Ruby, Rails, JavaScript, HTML, and CSS with working knowledge in many other languages, frameworks, and web development processes.

### San Francisco State University

SEP 2006–MAY 2010

Received Bachelor of Arts in English Literature.

## Work Experience

### SoFi

MAY 2016–JUN 2017

Owned email campaign ideation process from end-to-end, identifying needs through creative abstracts and technical requirements and executing simple to highly advanced campaigns through coding templates in HTML/CSS.

### ShopStyle

APR 2015–JUL 2015

Worked cross-functionally with Business Development, Design, and Eng teams to develop and test promotions, product offerings, and content, while evaluating on-going performance of creative, segments, and results of email campaigns.

### ModCloth

OCT 2012–APR 2015

Owned day-to-day execution of email campaigns, ensuring accuracy, deliverability, and adherence to HTML/CSS best practices, while developing A/B test segmented activation/retention/re-engagements programs.

## Skills

### User Experience Design

User Research, Strategic Thinking, Information Architecture, Wireframing, Prototyping, Usability Testing

### Design Tools

Sketch, Adobe Illustrator, Adobe Photoshop, InVision, Marvel, Framer, UsabilityHub, Verify

### Programming Languages

HTML, CSS, JavaScript, Ruby, SQL