

Jamie.

Work Experience

Switchfly

UX Designer • DEC 2017–Present

Designed the UI/UX design layer for our travel SaaS product, overseeing every stage of the product lifecycle, from product & feature ideation and definition to user research, rapid prototyping, UI design and testing, while balancing client and web accessibility requirements.

SoFi

Email Marketing Specialist • 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

Email Marketing Associate Manager • 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

Direct Messaging Specialist • 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.

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.

Skills

User Experience Design

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

Design Tools

Sketch, Figma, Adobe Illustrator, Adobe Photoshop, InVision, Marvel, Framer, Axure, User Testing, UsabilityHub, Verify

Programming Languages

HTML, CSS, JavaScript, Ruby, SQL