

JAMIE EDWARDS

PRODUCT DESIGNER | UX DESIGNER

Approaching design holistically to solve user needs and meet business objectives

Work Experience

Product Designer | Independent Contractor

2022-present

- Lead design strategy and process while working to clarify business objectives and project requirements from stakeholders.
- Transform design concepts to high-fidelity prototypes by developing flows, wireframes, and low-fidelity prototypes based on user experience best practices, design principles and research insights.

Design Consultant | El Roi Studios

2020-2022

- Collaborated cross functionally with leadership including, creative director and lead photographer on an intensive 5-day design sprint where I developed the design system and client management protocols that was used to launch a new website, which led to a 50% increase in traffic.
- Consulted creative director on high-level strategies regarding prioritization and clarity in the agency website redesign which led to a successful integration of the brand and overall user-centric experience.

Client Relations Manager | El Roi Studios

2019-2020

- Audited client experiences for improvement to quality of service and to develop and share best practices.
- Managed relationships with existing and new stakeholders that cultivated transparency, shaped future roadmap discussions and informed project deliverables.

Project Manager | Women's Breast & Heart Initiative

2017-2018

- Managed outreach and volunteer departments to perform weekly presentations and execute campaigns that allowed over 75 women to get free mammograms annually.
- Conducted qualitative research to develop successful recruitment strategies of over 2,000 volunteers across tri-county universities, community organizations and corporate offices.

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Skills

UX Research

Product Thinking/Strategy

Information Architecture

Design Systems

Systems Thinking

Visual Design

User Flow Mapping

Prototyping

Wireframing

Content Strategy

Interaction Design

Usability Testing

Collaboration

Tools

Figma

Sketch

AdobeXD

Miro

Trello

Invision

Education

Coursera | Google
Professional Certificate, UX
Design

2022

University of Florida |
Bachelor of Science in Health
Education

2014