Résumé

Creative professional with a fine arts background, specializing in design thinking and experience design. I'm passionate about leading teams to create simple, effective, beautiful solutions to complex design problems.

Humana

Sep 2022 - Current

Remote

Full-Time

Consumer Experience Lead - Interactive Design

At Humana's CenterWell Pharmacy, I serve as interactive design thought leader on the Pharmacy Service Experience Team. Projects center on omni-channel strategies to improve end-to-end user experience and drive overall customer satisfaction.

- Lead design-thinking workshops, discovery, and ideation sessions.
- Create human-centered design artifacts such as journey maps and process flows.
- Create wireframes and prototypes for new and existing features.
- Inform research requirements and synthesize key findings for leadership review.
- Storytelling for leadership and stakeholders.

Design Science Group, LLC

Jan 2022 - Jul 2022

Philadelphia

Full-time / Contract

Design Director

At Design Science, a human factors research consultancy servicing the healthcare sector, I reported to the Chief Science Officer and CEO as a member of the leadership team.

- Transformed the design department's vision and strategy, focusing on client interactions and team efficiency.
- Orchestrated visual and information design in support of user-centered research projects.
- Implemented a redesigned knowledge platform, aimed at enhancing employee onboarding and training workflow.

Prize LLC

Jan 2021 - Current

Remote

Part-Time

Chief Creative Officer

At Prize LLC, an early-stage technology startup working with US military veterans, I am responsible for the overall creative strategy of the organization.

- Together with the CEO and co-founders, establish the identity of the company and the branding of its initial product offering.
- Play a key role in shaping product ideation and development, from processes and best practices, through execution and delivery.

Goodway Group

Nov 2015 - May 2021

Remote

Full-Time

Senior Interactive Designer

At Goodway Group I worked on targeted programmatic marketing campaigns for major brands.

- Pioneered data-driven design techniques, automating production processes for timely delivery of digital assets.
- Architected templates for advanced dynamic display ad systems, ensuring scalable custom layouts.
- Mentored junior designers and contributed to company-wide presentations, showcasing creative team capabilities.
- Serviced internal operations and sales teams by building wireframes, microsites, mock-ups, and click-throughs.

CraftHounds, LLC

Oct 2017 - Jan 2019

Remote

Part-Time

Director of Design

At on-demand delivery startup CraftHounds LLC, I served on the board of directors and oversaw a small but specialized team of UX designers, content editors, and graphic artists.

- Lead the successful redesign of web and mobile apps, drastically boosting user engagement.
- Collaborated with the CEO and Director of Product to ensure accurate and timely design implementation.
- Successfully soft-launched the product in select markets in November 2018, marking a significant milestone.

Selected Freelance Credits

- 2020 - Vector artist for The Sweetest Fern printing.

- 2018 - Logo, branding and identity design for Dirty Paws Pet Care and Cleanup.

- 2015 - Lead Product Designer for *Shootin' The Shapes*, a mobile game.

- 2014 - Web designer for BioChem Tech.

- 2013 - Concept illustrator for *Sheep in Space*, a board game by Anthony Rubbo Games.

Volunteer Experience

Education

- 2021 - Enrolled in Google's UX Designer Career Certificate program.

- 2017 - Completed certifications for HTML5, CSS, and JavaScript from the W3C.

- 2009 - Graduated from Pennsylvania College of Art and Design with a BFA in Communication Arts - Illustration.

Contact Me

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✉ jeffreyjames.art@gmail.com

On The Side...

I'm always keeping busy with pet projects. Most recently, I've been maintaining my own LEMP web server stack using a small cluster of Raspberry Pis. I host this site and several other micro services using this tiny hobby computer, which lives on a desk in my office.

Skills and Expertise

☐☐☐☐☐ Illustration
☐☐☐☐☐ Design
☐☐☐ Front End Dev
☐☐☐ UX Research
☐☐☐☐☐ Adobe PS, AI, ID, AN
☐☐☐☐ Adobe XD
☐☐☐☐ Figma
☐☐☐☐ Sketch
☐☐☐☐☐ Miro
☐☐☐☐ Notion
☐☐☐☐☐ Google Web Designer
☐☐☐☐☐ HTML
☐☐☐☐ CSS
☐☐☐ Javascript
☐ React.js / Node.js
☐☐ PHP