



Jay Minnick

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Professional Experience

UX Designer, Stillwater Insurance Group, 11/2017 - present

- Redesigned insurance agent web portal
- Created interactive prototypes for usability task testing for mobile and web apps
- Created wireframes for mobile and web apps
- Created web and mobile app pattern and component library and integrated existing marketing / branding guidelines into a design system

UX Designer, First National Bank, 01/2011 - 04/2017

- Negotiated technical requirements with product owners, developers, and project managers to determine interaction pattern guidelines, extent of usability testing, and scope of interactive prototypes
- Created user journey maps with input from product owner, project manager, and system analysts
- Created interactive prototypes for usability task testing, business unit approval of design and developer analysis
- Partnered with system analysts and product owners to write user stories and create low-fi mock ups, wireframes, and interactive prototypes
- Conducted ethnographic and contextual interviews with users in order to distill use patterns for qualitative analysis and persona development
- Researched competitor products and UI design trends and presented reports for product owner
- Utilized Adobe Analytics for quantitative analysis to determine conversion and acquisition metrics

UI Designer, CRi - Contract with First National Bank, 01/2010 - 01/2011

- Designed UI for consumer facing banking marketing website
- Designed UI for consumer and commercial credit card banking website
- Troubleshoot JIRA tickets and implement code fixes
- Assisted in story pointing UI work for features and user stories
- Assisted in QA testing, regression testing and validating production releases

Education

- **Art Center College of Design**
Pasadena, CA
BFA - Illustration
- **University of Nebraska - Lincoln**
Lincoln, NE
BA - Political Science & History

Software Expertise

- ★★★★★ - expert
- ★★★ - intermediate
- ★★ - novice
- Axure RP 8 - ★★★★★
- Adobe XD - ★★★★★
- Sketch - ★★★★★
- InDesign - ★★★★★
- Photoshop - ★★★★★
- Illustrator - ★★★★★
- Microsoft Office - ★★★★★
- WordPress - ★★★★★
- Drupal - ★★★
- Joomla - ★★★
- HTML 5 - ★★★
- CSS - ★★★
- JavaScript - ★★

UI Designer, Orthopaedic Marketing Group, 01/2007 - 01/2010

- Designed and developed websites for clients using Joomla and Drupal CMS
- Maintained brand guidelines for client sites
- Designed and oversaw the development of an online tool that enhances client SEM by switching online appointment phone numbers with trackable numbers on a client website. With this tool, clients are able to know exactly how customers are searching for their business and which search terms are most profitable.

J.A.M. Design, Self-Employed Designer, 09/2009 - 01/2010

- Website design and development for a variety of businesses
- Designed identity and branding - both print and digital versions - for variety of clients
- Training clients on CMS (content management systems) on sites that I built via Wordpress
- Consultancy role with clients for Email marketing, SEO optimization, AdWords strategy, social media strategy, and general marketing inquiries

UI Designer/Developer, Orthopaedic Marketing Group, 03/2007 - 09/2009

- Website design and development
- Maintain brand guidelines for client sites
- Oversaw and managed the development of an online tool that enhances client SEM by switching online appointment phone numbers with trackable numbers on a client website. With this tool, clients are able to know exactly how customers are searching for their business and which search terms are most profitable

Web Production Manager, TD Ameritrade, 01/2005 - 02/2007

- I worked in the marketing department that oversaw the "public" marketing site (tdameritrade.com). My primary job responsibilities were developing and designing online components for various marketing initiatives. This would include micro-sites, online modules, email campaigns, and interactive elements.