

## **Jay Minnick**

Sr. UX Designer

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## **Professional Experience**

### **UX Designer, Stillwater Insurance Group, 11/2017 – Present**

- Redesigned the agent web portal
  - Conducted contextual interviews with independent agents to discern use patterns and environmental concerns and incorporated findings into design elements
  - Created low-fi wireframes to illustrate new features and define dashboard and internal page structure
  - Designed interactive prototypes for usability testing – revamped the policy search feature as a direct result of usability testing
  - Initiated establishment of design system for the design Stillwater web and mobile products
- Designed the following additions to the mobile app; First Notice of Loss, QuickQuote – Home and Auto
  - Partnered with analysts to create low-fidelity wireframes to assist in articulating business requirements
  - Designed interactive prototypes for business unit stakeholder review, usability testing, quality assurance, and provide guidance for development resources

### **UX Designer, FNBO (First National Bank of Omaha), 01/2011 – 04/2017**

- Redesigned the consumer and commercial banking and credit card domains
  - 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 (Client Resources, Inc) – Contract with First National Bank, 01/2010 – 01/2011**

- Worked on a contractual basis for FNBO and responsibilities included general code troubleshooting and implementing fixes, assisting with regression testing after quarterly deployments and designing UI components for consumer web banking.
  - Advocated for a UX role within the team and sold the leadership on the value of a user experience specialist. I was subsequently offered a full-time role as a UX designer.

### **J.A.M. Design, Self-employed, 2009 – 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, Orthopaedic Marketing Group, 2007 – 2009**

- Primary job was to design and develop client websites in CMS tools such as Joomla and Drupal.
  - Major innovation in this role was overseeing 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.

### **Education**

#### **Art Center College of Design, Pasadena California**

Bachelor of Fine Arts – Illustration

#### **University of Nebraska – Lincoln, Lincoln, Nebraska**

Bachelor of Arts – Political Science

### **Software**

#### **Prototyping & Wireframing**

Axure RP8, Sketch, Balsmiq, Adobe XD

#### **Design**

Adobe Creative Cloud – Photoshop, Illustrator, InDesign, Microsoft Office Suite – Word, Excel, PowerPoint

#### **Productivity**

JIRA, Sharepoint, Microsoft 365, Teams, Slack