

JAIMIE TEEKELL, M.S.

Alpharetta, GA | jiteekell@gmail.com | 470.587.8535 | [linkedin.com/in/jaimieteekeell](https://www.linkedin.com/in/jaimieteekeell)

UX DESIGNER | UX RESEARCHER

UX Designer with Master's degree in User Experience Design. Record of successfully utilizing user-centered approach to design throughout the product lifecycle including ideation, design and development. Known for stellar communication, presentation and analysis skills. Experienced with Agile development teams using collaboration software. Skills include:

UX Deliverables

- Usability Testing
- Process Flows
- Wireframes
- Low/Hi Fi Prototypes

Design Software

- Adobe Creative Suite
- Figma
- Sketch
- Adobe XD

Collaboration Software

- Jira
- Confluence
- Teams
- Miro

EDUCATION

MS, User Experience Design | Kent State University, Kent, OH

BA, Communications | Cedarville University, Cedarville, OH

PROFESSIONAL EXPERIENCE

FISERV | Greater Atlanta, GA

2021 to Present

Global fintech and payments company

Sr. UX Designer

Senior designer on the product team for banking software Abiliti. Reports to UX Director.

- Collaborates and consults with clients, team members, and stakeholders to translate design requirements and user research into final results, such as wireframes and clickable prototypes.
- Manages and cultivates Abiliti's design system while maintaining alignment with Fiserv's broader design system.
- Contributes to interdisciplinary team of UX Designers, Developers, Product and Marketing Managers, as well as other stakeholders. Participates in weekly workshops, training and design reviews.
- Mentors and trains other UX professionals to parity of skills to meet position requirements.

NOLAN TRANSPORTATION GROUP | Greater Atlanta, GA

2020 to 2021

Broker management software for the transportation & logistics industry

UX Designer

The lead designer on the product team for our line of business software. Reported to VP of Product.

- Developed process flows and wireframes for external-facing web & mobile application, iterating based on feedback in an Agile workflow.
- Initiated and conducted user research on internal and external users, including: remote usability studies and surveys. Wrote scripts and led sessions.
- Consulted with an engineering team in a project to develop the next iteration of the company's brokerage software. Collaborated with their UX team on UX deliverables (personas, heuristic analysis, card sorting).

AGILYSYS | Greater Atlanta, GA

2017 to 2020

Software for the hospitality industry: hotels, resorts and restaurants

UX Designer

The "voice of the user" for established product. Reported to Director of Engineering. Redesigned software to

make it easier to use, ensuring customer retention and faster onboarding for new users.

- Partnered with product managers to develop features for the company's highest revenue software (point of sale), delivering process flows and wireframes from concept to code.
- Collaborated with onsite development team on a property management software, delivering Axure wireframes/prototypes for Agile feedback. Features were then implemented with hotel group customers.
- Managed global team for 6-month software update. Updated point of sale management software to meet customer demand for a modernized UI and improved Information Architecture.

FREELANCER | Houston, TX

2015 to 2017

UX Designer - Freelance

User research, consulting and design for Allied Outdoor Solutions, Second Road Group, Hatchtrack.

- Lead UX Designer for a start-up. Conducted ethnographic research, created personas, user flows and wireframes in advance of product launch.
- Redesigned a \$160 Kickstarter to optimize user experience. Refined mobile wireframes, using design heuristics to increase investment buy-in.
- Utilizing User-Centered approach, designed process that reduced time spent educating customers by 50%.

ALLIED OUTDOOR SOLUTIONS | Houston, TX

2011 to 2015

Custom designed outdoor spaces

Graphic Designer - Marketing Specialist

Collaborated with customers on design projects, created and maintained all company collateral, reported to VP of Operations. Was hired into this full-time role after previously working as contract consultant.

- Main point of contact for programmers on website redesign team. Outsourced approved outside contractors and served as main point of contract, creating a positive image for company.
- Designed creative collateral including branding, brochures and signs for customers, generating \$10M annually.
- Created 3D visualizations used as selling points for \$50K to \$150K projects. Designed blueprints to assist installers in performing accurate installations to meet contractual obligations.

COMFORT SYSTEMS, USA | Houston, TX

2010 to 2011

Commercial/industrial HVAC provider

Project Assistant

Assisted project managers with organizing project material, designed company logo. Reported to VP of Operations.

- Won internal contest for redesign of regional company logo which was implemented in all company collateral.
- Managed city correspondence including licensing, permits and inspections. Consistently met or exceeded deadlines.

ALLIED OUTDOOR SOLUTIONS | Houston, TX

2009 to 2010

Graphic Designer – contract position

Contractor for this start-up company, meeting owner's and customers' expectations.

- Developed branding and collateral materials including logo design, brochures, signage.

SOUTHWINDS BAPTIST CHURCH | Houston, TX

2007 to 2009

Graphic Designer

Responsible for all information design with weekly deadlines.

- Solicited and edited content for weekly bulletin ensuring balanced coverage and delivering accurate, compelling content. Created PowerPoint presentations for use in services.