

JAMIE LAMAR

DETAILS

EMAIL

jamieklamar@gmail.com

LINKS

www.jamielamar.com

[password: jamielamar](#)

SKILLS

User Experience Strategy

User Experience Skills

Communication Skills

Creative Problem Solving

Analytical Thinking Skills

Project Management

Leadership Skills

PROFILE

I am a holistic UX strategist with experience in information architecture, research, accessible design, and content for both web and mobile platforms. As an innovative UX architect, I'm passionate about crafting seamless, user-centered experiences for global ecommerce, manufacturing, banking and healthcare brands. With a strong ability to communicate and collaborate across large organizations, I've facilitated cross-functional meetings with leadership that led to delivering impactful, user-focused solutions.

EMPLOYMENT HISTORY

Senior user experience designer , The Intersect Group @ Kaiser Permanente

Remote

2021 — Present

Strategically collaborated with product, marketing, ADA, UX writers and design teams to transition an external website onto an existing platform and create reusable templates that improve operational efficiency and elevated the user experience.

- Increased authenticated homepage in-body engagement by 16%, growing from 34% to 50% between January 2022 and September 2023.
- Leveraged my UX strategy expertise to successfully migrate an external website into the existing site, collaborating closely with the product team throughout the process.
- Worked closely with the marketing and design system teams to deliver a range of page templates and reusable global components, improving site consistency and driving digital transformation.
- Provided mentorship to junior UX designers.

Senior user experience architect, Tahzoo

Remote

2020 — 2021

Conducted client discovery sessions to identify client-centric needs for an internal research tool. Developed micro-interactions and implemented responsive, multi-country ecommerce solutions.

- Articulated the rationale for feature upgrades to leadership, leading to successful adoption.

- Partnered with teammates to develop acceptance criteria and collaborated with multidisciplinary teams to tackle technical constraints.
- Directed and mentored junior UX designers, fostering their professional growth.

Senior user experience architect, Aquent @ Rexel

Addison

2018 — 2020

Recruited to support a global electrical distributor in designing a responsive ecommerce solution, aimed at improving site performance in 14 countries and various languages. Developed prototypes and prepared research testing for features across content-heavy sites.

- Presented rationale for feature upgrades to leadership and global stakeholders, leading to adoption.
- Led the creation of a Sketch design library that increased team efficiency.
- Partnered with teammates to develop acceptance criteria and collaborated with cross-functional teams to tackle technical constraints with backend systems.

Ideation strategist & senior user experience designer, TCS @ Citibank

Addison

2017 — 2018

Developed customer-centric strategies for the future of banking and consumer apps, aligning innovative concepts with client specifications. Successfully crafted a roadmap for future product enhancements, resulting in a more personalized and competitive banking experience.

- Collaborated on the design and proof of concept (POC) for digital experiences, starting with whiteboarding ideas, refining them to meet client specifications, and creating high-fidelity prototypes.
- Facilitated a sticky note session with the development team to define software functionality required for legal approvals.
- Worked closely with team members to create user personas, video storyboards, user flows, and other key deliverables.

User experience design consultant, Costco, Live Area Labs, Amazon, Flow International, Paula's Choice, and Allied Telesis

Seattle

2015 — 2017

Delivered design, information architecture, project management, research, and analysis services to various clients, addressing complex experience challenges and ensuring timely, budget-conscious project delivery.

- *Live Area Labs* – Worked with a top digital agency to support the site overhaul for a medical supply company. Advised on information architecture and content strategy including taxonomy and navigation.
- *Flow International* – Led a year-long site redesign for a global waterjet technology manufacturer including structure, visual design, and content. Designed and produced responsive microsites on the WIX platform.

- *Costco* – Worked closely on the design and development of customized Hybris templates for various responsive international websites. Oversaw stakeholder expectations across multiple project phases. Managed and updated UX style guides, UI standards, and interaction design pattern libraries.
- *Paula's Choice*—Performed comprehensive user research and competitive analysis for a brand focused on eco-friendly skincare products. Provided strategic recommendations to improve the customer service experience, including enhancements to the software interface and user flow.

EDUCATION

Bachelor of Arts, Western Washington University	Bellingham
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Bachelor of Fine Arts, IADT	Seattle
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COMMUNITY

Volunteer- Operation Kindness	Carrollton
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Volunteer- Addy Awards	Seattle
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Volunteer- 60 Hike, 60 Miles, 60 Photos Exhibit	Seattle
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