uxinclair

JAMI SINCLAIR

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UX/UI Designer with 15+ years of experience creating research-driven, human-centered digital products. Skilled in usability testing, interaction design, information architecture, wireframing, prototyping and design systems. Known for elevating usability, improving design processes and delivering polished, accessible interfaces across multiple devices.

SKILLS

UX • Research

- Usability Testing
- Competitive Analysis
- Information Architecture
- Heuristic Evaluation

UI • Visual Design

- Wireframing
- Prototyping
- Responsive Design
- Design Systems
- Interaction Design

Tools

- Figma
- Adobe Creative Cloud
- WordPress (Avada)
- Lyssna
- Hotjar
- Microsoft Office

CERTIFICATIONS

Fundamentals of Digital Marketing

Google—2024

UX Certificate—Interaction Design

Nielsen Norman Group—2020

EXPERIENCE

UX/UI Designer

Strategic America
West Des Moines, IA • 2008–2025

- Led usability testing initiatives, analyzed findings and presented insights to internal teams and clients to guide UX direction.
- Translated research into human-centered digital experiences across responsive websites and web applications.
- Conducted competitive and heuristic analysis to identify UX opportunities and strengthen product performance.
- Incorporated AI-assisted tools into research synthesis, content exploration and early design workflows to improve efficiency and support faster iteration.
- Designed wireframes, sitemaps, prototypes and high-fidelity UI layouts aligned with accessibility standards.
- Established design systems that supported long-term site growth and easier maintenance.
- Developed information architecture that set the foundation for overall web strategy to improve navigation clarity and guide content planning for large-scale websites.
- Identified UX/UI issues and delivered visual solutions to enhance usability and engagement.
- Performed UI quality assurance to ensure final products matched design and UX strategy.
- As Digital Art Director, contributed creative leadership, mentored designers and shaped agency-wide digital design processes.

Freelance Designer

Various Clients:
Strategic America, Mayday Design, MoneyGram Creative Services, Meredith E-Commerce
2007–2008

- Designed and revised creative assets for agencies and corporate clients across print, digital and web.
- Produced web ad campaigns, sell sheets, posters and collateral for national and international marketing teams.
- Delivered production, prepress, proofreading and file preparation to support fast-paced deadlines.
- Developed seasonal promotional web ads and assets for Meredith e-commerce campaigns.
- Collaborated with small studios and large marketing teams to maintain brand consistency and meet project timelines.

Production Artist

MoneyGram International
Denver, CO • 2005–2007

- Designed culturally adapted print and digital materials for global marketing.
- Maintained an international asset library of logos, photography and artwork.
- Updated web content and managed the online brand portfolio.
- Collaborated with U.S. and international marketing teams to ensure cohesive branding.

EDUCATION

Associate of Applied Science in Graphic Design Des Moines Area Community College