

uxinclair

JAMI SINCLAIR

-  Des Moines, IA
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-  uxinclair.com
-  linkedin

SUMMARY

UX/UI designer with 15+ years of experience designing digital products from concept to launch. I work best with complex problems I enjoy untangling—navigation that doesn’t work, fragmented experiences, or interfaces that aren't serving their users. My approach is grounded in research and expressed through clean, functional design that gets out of the way and lets people do what they came to do.

SKILLS

UX • Research

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

UI • Visual Design

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

Tools

- Figma
- Adobe Creative Cloud
- WordPress (Avada)
- Lyssna
- Hotjar
- HTML/CSS

EXPERIENCE

UX/UI Designer and Founder

UXINCLAIR LLC

January 2026 – Present • Des Moines, IA

- Providing end-to-end web design and UX consulting services, from research and information architecture through design and implementation.
- Project work includes UX design, landing page design, responsive layout, UI quality assurance, Avada/WordPress implementation, and print and brand collateral.

UX/UI Designer

STRATEGIC AMERICA

Jan 2023 – Nov 2025 • West Des Moines, IA • Hybrid

- Planned and led usability testing initiatives—including tree tests, card sorts, preference tests, and surveys—synthesizing findings into clear design guidance for internal teams and clients.
- Designed wireframes, user flows, and high-fidelity UI layouts for complex, multi-audience websites and web applications optimized for multiple devices.
- Built and maintained design systems and component libraries to ensure consistency, scalability, and easier long-term maintenance.
- Developed information architecture strategies that improved navigation clarity and supported content planning for large-scale sites.
- Conducted competitive and heuristic analysis to identify UX opportunities and inform strategic design direction.
- Incorporated AI-assisted tools into research synthesis and early design exploration to support faster iteration and more informed decisions.
- Performed UI quality assurance to ensure final products matched design intent and UX strategy.

Digital Art Director

STRATEGIC AMERICA

Jan 2018 – Jan 2023 • West Des Moines, IA

- Oversaw digital design philosophy and process for the agency, setting standards for quality, consistency, and UX best practices across client engagements.
- Led and mentored a team of digital designers, providing guidance, feedback, and process improvements that elevated the overall quality of digital output.
- Contributed to new business development, including presenting design concepts and UX strategy to prospective clients.
- Championed the integration of quantitative and qualitative research into design workflows, shifting the team toward more evidence-based decision-making.
- Delivered digital products across web and application platforms for clients in diverse industries.

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Senior Digital Designer

STRATEGIC AMERICA
Dec 2009 – Dec 2017 • West Des Moines, IA

- Designed wireframes, prototypes, and visual layouts for client websites across industries, leading collaborative sessions with internal teams and clients.
- Administered usability tests and design audits to identify friction and improve site performance.
- Built sitemaps and contributed to information architecture decisions for complex, content-heavy sites.
- Continually improved internal web design processes to incorporate more UX practices as the discipline evolved.
- Designed online ads, HTML emails, and print collateral in support of integrated campaigns.

Production Artist

STRATEGIC AMERICA
Dec 2007 – Dec 2009 • West Des Moines, IA

- Produced high-volume customized digital and print assets — including newspaper ads, direct mail, and email — for clients with co-op marketing programs.
- Built Flash animation for online banner campaigns and developed methods to increase production efficiency and accuracy.

Freelance Designer

VARIOUS CLIENTS
2007–2008 • Des Moines, IA

- Designed web ad campaigns, print collateral, and digital assets for agencies and corporate clients including Strategic America, Mayday Design, MoneyGram Creative Services, and Meredith E-Commerce.

Production Artist

MONEYGRAM INTERNATIONAL
2005–2007 • Denver, CO

- Designed culturally adapted print and digital materials for global marketing campaigns.
- Maintained an international asset library and updated web content in collaboration with U.S. and international marketing teams.

EDUCATION

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

CERTIFICATIONS

Fundamentals of Digital Marketing
Google—2024

UX Certificate—Interaction Design
Nielsen Norman Group—2020