

# JAMIE FIORE

## HUMAN-CENTERED UI/UX DESIGN

### SKILLS

Human-Centered Design

UI/UX Design

UX Research

Accessible Design

Trauma-informed Design

Design System Development

Team Leadership

Civic Tech

Agile/Scrum Project Management

### SOFTWARE

Figma

Mural/ Miro

Project Management Tools:  
Jira/Zenhub/Github Projects

Adobe Creative Suite

Adobe XD, Premiere, After  
Effects

Microsoft Office 365

UX Research: Userzoom,  
Google Analytics, Mouseflow

Content Management  
Systems (CMS): Wordpress,  
BigCommerce

Customer Resource  
Management  
(CRM): Salesforce, Hubspot

Knowledge and understanding  
of HTML, CSS, Handlebars JS,  
PHP

### EDUCATION

Kean University

BFA in Visual Communications  
Summa Cum Laude

## I'M A SENIOR UX DESIGNER

with a proven track record of creating intuitive, accessible digital experiences for large-scale platforms. With experience in civic tech, my expertise lies within leading cross-functional teams, conducting user research, and leveraging AI to streamline workflows and provide users with a frictionless experience.

## RECENT EXPERIENCE

2023-Present **AD HOC / VETERANS AFFAIRS HEALTHCARE**

### Senior UX Designer

- Modernized Veteran Affairs healthcare forms to improve user experience for Veterans and their families
- Created discovery artifacts, wireframes, user flows, service blueprints and high-fidelity prototypes using tools like Mural and Figma
- Audited digital forms to ensure they meet Section 508 and WCAG 2.2 accessibility standards so people of all abilities can successfully use these digital products
- Leveraged AI technology to increase workload efficiency and help users complete forms accurately
- Contributed to the VA Design System to ensure consistent and trustworthy user experiences
- Wrote research plans and conservation guides to conduct stakeholder and user interviews informing great user experience iterations
- Facilitated discussions with multi-disciplinary teams to drive productive discussions

2021-2023 **FRANKLIN ENERGY**

### Creative Director, Digital Experience

- Led a team of UX and multimedia designers to successfully produce high-quality, multi-channel projects from concept to completion becoming a top competitor in the market
- Cultivated team growth and excellence by recruiting, on-boarding and mentoring direct reports
- Collaborated with cross-functional teams, stakeholders and engineers to bring digital products, campaigns and websites to life
- Proposed design concepts and end-to-end user experiences to stakeholders secure new business and strengthen client relationships
- Translated project scope of work requirements, business goals and challenges into actionable tasks and tightly-designed user experiences

2013-2021 **AM CONSERVATION**

### Creative Director

- Optimized the creative team's technology stack and workflows to successfully launch new websites in record times
- Developed an artwork request ticketing system to improve project organization and reduce review cycles.
- Established corporate brand standards using internal/external surveys, interviews and competitor analysis to strengthen brand awareness
- Led brainstorming sessions and creative workshops to push innovation and refresh the company's offerings

## ACCOMPLISHMENTS

- Designed va.gov forms to serve thousands of Veterans' families reducing enrollment processes by 45 days
- Reduced project timelines by four weeks by promoting agile methodologies and cross-team collaboration
- Launched an award-winning e-Commerce program that increased revenue by 20 million each year

## CERTIFICATIONS

**VA On-boarded and Public Trust Acquired** • **AKEA Digital Solutions:** WCAG 2.1 ADA Compliance •  
**Hubspot Academy:** Inbound Marketing • **UserZoom Academy:** UX Courses