

JAY VORZIMER

UX/UI/Product Design

San Francisco Bay Area, California

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Skills

Certifications

Web Graphic Production
HTML Web Content Developer
Web Project Management
Adobe InDesign
Adobe Illustrator
Graphic Design
Graphic Print Production

UX Methods

Personas, Storyboards, Sitemaps,
Task/User Flows, Wireframes,
Lo/Hi Fidelity Prototypes,
Software Quality Assurance
(Scrum, Agile, & Waterfall),
Strong Visual Communicator

Research

Heuristic Review, Competitor
Analysis, Contextual Inquiry,
User Research, Surveys,
Usability Testing, Use Cases

Prototyping Tools

Figma, Sketch, Photoshop,
Illustrator, Adobe XD, Salesforce,
Omnigraffle, Invision, HTML, CSS,
Dreamweaver, inDesign, Muse,
Keynote

Education

SRJC 2009
Graphic / Web Design Certification
Highest Honors

CSU, Sonoma 2006
B.S., Kinesiology
Suma Cum Laude

SRJC 2003
A.S. Computer Science
Highest Honors

Work Experience

Booz | Allen | Hamilton, Lead UX/UI Designer

McLean, Virginia | Consultant October 2022 – December 2022

- Successfully established the current interactive recruitment experience for the U.S. Army, U.S. Army Reserve, and the U.S. Coast Guard, ensuring a unified end-user experience across mobile and web platforms
- Collaborated with military personnel and development to provide best practices intuitive user-centered design solutions as part of a large-scale digital transformation implementing the Salesforce Lightning Design System
- Exceptional attention to detail with excellent communication, flexibility, and collaboration working within an agile product development team

Amazon, Lead UX/UI Designer

Seattle, Washington | Consultant March 2022 – September 2022

- Created the Visual UI system for the reference application used by auto makers to properly represent Alexa's and Amazon's presence in the vehicle
- Efficiently executed assets and other deliverables, e.g. wireframes, mock-ups, and high-fidelity visual designs using Figma components to manage consistent design across various automotive infotainment interfaces
- Created specifications for First Time User Experience (FTUE), settings, display cards, and app home screen across various OEM and SDK's
- Participated in frequent communication with management, development teams and other stakeholders to regularly deliver successful design solutions and improve the existing applications with adaptive/responsive design

Western Union, Senior UX/UI Designer

Denver, Colorado | Consultant August 2021 – February 2022

- Adeptly converted user and business requirements into visual design solutions for both mobile first applications and web experiences
- Daily coordinated with stakeholders determining challenges and creating solutions amongst geographically distributed teams (Americas, Europe, and India)
- Efficiently executed the design of assets and other deliverables e.g. wireframes, mock-ups, and high fidelity visual designs

CareDx, Senior UX Designer - Creative Lead

San Francisco, California | Consultant February 2021 – August 2021

- Lead and directed UX efforts, inspiring Digital Team to follow best practices and deliver consistently on-brand, world-class design solutions
- Collaborated with Product Managers, Engineers, and other cross-functional stakeholders to understand business objectives, needs, and constraints to deliver a product that exceeded the perceived need of hospital physicians
- Created high-quality UX deliverables based upon user goals and priorities for multiple products, including wireframes, flow diagrams, mock-ups, high-fidelity prototypes, and production-ready final assets utilizing the Salesforce Lightning Design System and Google's Material Design as a design foundation

Infosys, Senior UX Designer

San Jose, California | Consultant May 2020 – July 2020

- Worked closely with Engineering and Product Management to grow Intel POS business
- Conceptualized and co-defined design strategies to support customer needs and business goals, while providing detailed end-to-end user flows illustrating the solution
- Closely collaborated with a geographically spread team to co-design while ensuring consistency across the suite of products and services

Medical Leave of Absence

San Jose, California December 2018 – May 2020

UX Projects

Amazon

Led the Alexa infotainment integration to help users play music, get directions, place calls, listen to audiobooks, control a smart home, and more. (task analysis, user-flow, storyboard prototype, wireframes, illustration, info-graphic development, style-guide definition)

Bristol-Myers Squibb Pharmaceutical

Designed user experiences for multiple applications within the BMS portfolio for web, tablet, and mobile platforms for products Opdivo, eRoster, IO University, Who is BMS.com?, Turnkey, IION, and Procedural Docs Gateway applications. (user-flow, wireframes, illustration, info-graphic development)

MasterCard

Created the user-interface and visual design for the intuitive interactive mobile platform that provides the end-user with point-to-point navigation coupled with MasterCard Reward opportunities along the route, and a navigational/siri type assistant to provide route updates and notifications. (task analysis, user-flow, wireframes, personas, storyboards, infographic development, style guide creation)

Realtor.com

Platform redesign of interactive real estate application on web, mobile, and tablet platforms providing home buyers and renters access to homes for sale and rentals that source directly from MLS within a Windows 10 environment. (user-flow, wireframes, personas, storyboards, info-graphic development)

Verizon

Envisioned and designed the user-interface and visual design for Verizon's consumer based web application for network and Firewall management. (wireframes, infographic development, hi-fi prototype)

Work Experience Continued

Albertsons Companies, Lead UX/UI Designer

Pleasanton, California | Consultant April 2018 – November 2018

- Conceptualized and introduced new prototype feature sets for existing products and actively developed new products utilizing design thinking and creative problem solving
- Guided product development cycles for successfully launched web, mobile, and software applications
- Developed and produced design patterns, branded visual elements, and assets that translated into multiple channels across Albertsons Companies portfolio of brands

Photon Design, Lead UX/UI Designer

Mountain View, California | Consultant November 2017 – March 2018

- Developed information architecture, wireframes and hi-fidelity prototypes of workflows for the dedicated application on mobile devices utilizing CMS for content updates
- Ensured that the UI development results met the market (consumer) demand, technical specifications and requirements
- Created application prototypes and improved existing applications through adaptive responsive design

Alpha Ori Technology Holdings, Lead UX/UI Designer

Sunnyvale, California June 2017 – October 2017

- Translated concepts into wireframes, storyboards, user flows, customer journey maps and site maps that lead to intuitive user experiences
- Created multiple, inventive ideas that are fresh and simple while solving complex customer and business needs through the delivery of low and high fidelity prototypes that showcased design concepts and interactive patterns for the ShipPalm ERP solution
- Lead and facilitated user research interviews utilizing best practices, to provide recommendations for actionable items to stakeholders and development team

PayPal, Senior UX Designer

San Jose, California | Consultant August 2016 – March 2017

- Played a central role in the execution of customer inquiries for a product or experience, helping to conduct sessions, analyze feedback, and identify needs and insights to inform and evolve the PayPal experience
- Delivered high fidelity schematics, workflows, interaction storyboards, and design deliverables (task-flows, wireframes, hi-fi prototypes) that guided creative, content, and development efforts while addressing 508 and accessibility standards
- Confidently presented design decisions to teams and stakeholders, articulating and rationalizing needs against user insights and business goals

Brillio, LLC, Senior Visual Architect

Santa Clara, California April 2015 – July 2016

- Lead creative sessions for project kickoffs
- Developed creative programs and design concepts that exceeded business objectives of the organization and advanced brand strategy
- Established creative direction for the entire brand presentation within retail, online, and print
- Understood strategic goals and brand identities; analysis of the creative team, environment, processes, technologies, etc., to determine areas of improvement; and build and direct a creative function aligned with and supportive of those goals
- Produced style guide specifying layout and typography for the Mastercard navigation application to aide development processes

Dictum Health, Senior UX Graphic Designer

San Leandro, California August 2012 – September 2014

Vorzio Studios, Senior UX Designer

Santa Rosa, California November 2010 - August 2012

Mode GFX, Senior UX Designer

Santa Rosa, California May 2010 – November 2010

Sleepless Digital, Graphic/Web Specialist

Santa Rosa, California June 2008 – May 2010