



ljsickmann.com

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TANGIBLE VALUES

UX/Technical Product Manager

Oct 2024 - Current

Manage and design SaaS products and marketing websites & campaigns, ensuring stakeholder goals and user needs are met in order to create experiences that matter.

SPORTS BIZ

Senior Product Designer

Jan 2024 - June 2024

Iterate and improve existing experiences, and implement MUI into a SaaS product to improve data visualizations and create meaningful user experiences. Explore brand identity and logo redesign to better align the product with the ideal user.

NERDERY

Senior Product Designer

Apr 2021 - Nov 2023

I led and directed strategic design processes for a diverse portfolio of projects, and responsible for overseeing the UX lifecycle, from user research and defining project objectives to creating high-fidelity prototypes and design systems in collaboration with multidisciplinary teams. I provided mentorship to other designers and played a key role in shaping the overall UX design strategy for our clients, ensuring that solutions were both user-centered and aligned with business goals.

UX Designer

Mar 2012 - Apr 2021

I played a pivotal role in enhancing user experiences across a wide range of digital products, conducted user research, design user flows, created prototypes, and collaborated to help develop intuitive, user-centric designs.

NORTH AMERICAN MEMBERSHIP GROUP

UX Designer - Marketing

Aug 2005 - Mar 2012

While managing a small team, I defined and designed marketing campaigns, direct response promotions, and maintenance of 12 websites, including NorthAmericanFisherman.com.

Art Director - Publications

Nov 1996 - Aug 2005

Starting with *North American Fisherman*, and then promoted to *North American Hunter*, where I managed a small team and worked with editorial and marketing teams to transform the title into an award winning magazine.

SUMMARY

Human-Centered Product Designer with consultancy and in-house experience, having solved challenges for many top clients including (but not limited to) Google, Allstate, Infor, Mayo Clinic, 3M, Boston Scientific, & Medtronic.

SOFTWARE

- Figma
- Framer
- Webflow
- Adobe Suite

SKILLS

- Artificial Intelligence
- Hand Lettering
- Branding
- Agile Collaboration
- UI Design
- Data Visualization
- Prototyping
- Motion Design
- Design Systems
- Interactive Architecture
- Process Flows
- Accessibility
- User Research
- Usability Testing