

Jayme Anne Brown

UX Designer and Researcher

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UX designer and researcher with a passion for creating digital products that are designed to work for real people. Extensive experience with B2B, B2C, and Fortune 500 companies, in both agency and corporate settings.

Skills.

Accessibility/WCAG
Agile Framework
Benchmarking
Branding
Business Strategy
Card Sorting
Color Theory
Competitive Analysis
Contextual Inquiry
Data Visualization
Design Systems
Design Thinking
Ethnographic Research
Focus Groups
Heuristic Analysis
HTML/CSS
Information Architecture
Interviewing
Journey Mapping
Mockups and Prototypes
Persona Development
Typography
User Testing
UX/UI & Product Design
UX Writing
Workshop Facilitation
Wireframing

Tools.

Adobe Creative Suite
Asana
Atlas.TI
Confluence/Jira
Dedoose
Figma
Google Analytics
Lucidchart
Microsoft Office
Miro
Mural
Power BI
Qualtrics
Sketch
UserInterviews
Webflow

Experience.

UX Design and Research Consulting

May 2024 - Present

- Partner with startups and agencies to provide UX/UI and design strategy for mobile and web, leading to streamlined design execution and operational workflows (B2C, B2B)
- Design and provide implementation guidance for scalable design systems, resulting in increased design efficiency, UI quality, and development performance
- Conduct comprehensive UX assessments, information architecture optimization and content strategy
- Collaborate with key business stakeholders to deliver design and research frameworks
- Design and deliver brand identity assets, visual design guidelines, and adjacent marketing collateral

Senior Product Experience Designer / Dynatrace / Detroit, MI

September 2018 - April 2024

- Led global, cross-functional teams in the design and research of a 0-1 account management system for an enterprise SaaS platform, shaping the system's architecture, UX narrative, and visual language
- Created executive-ready presentation materials communicating research insights, product strategy, and customer outcomes to leadership and global stakeholders
- Developed prototypes, journey frameworks, and multi-year research programs that drove a 27% increase in customer retention
- Identified feature opportunities through competitive analysis and user research; communicated design recommendations through compelling visual storytelling and structured narrative frameworks

Assistant Design Director / TRAFFIC Digital Agency / Clawson, MI

March 2017 - September 2018

- Research and design for the Ecommerce UX/UI for a national pet supply brand which was integrated into their existing website, helping increase overall sales and market position.
- Produced a cohesive digital experience for a nationwide higher-ed brand transformation that increased student applications and retention
- Designed a new community experience for a lifestyle brand to create a sense of community and build a dedicated customer base, ultimately leading to its acquisition by the world's largest retail corporation.
- Designed multi-channel creative for digital activations, web experiences, and campaign launches; translated insights from audience research into high-impact visuals
- Partnered with clients to clarify goals, present creative concepts, and develop scalable design frameworks and executive pitch assets

Education.

MA Design Anthropology
Wayne State University

BA Anthropology
Wayne State University

BFA Graphic Design
College for Creative Studies

Volunteering.

Rebel Dogs Detroit
September 2022 - Present

Gleaners Food Bank
November 2018

Michigan Humane Society
August 2016 - December 2016

Creative Director / Basso Marketing Agency / Rochester, MI

January 2013 - March 2017

- Led a multi-disciplinary creative team delivering more than 30 web and mobile applications and 15+ brand identities for clients in corporate, nonprofit, and startup sectors
- Built client-facing pitch decks, narrative storyboards, and high-level visual strategies for campaigns, product launches, and organizational rebrands
- Conducted client interviews, focus groups, and competitive benchmarking to develop narrative themes and content strategies for leadership and marketing teams
- Streamlined creative workflows and implemented design thinking best practices that increased team efficiency and improved deliverable quality