

# Jayme Anne Brown, MA

## Experience Designer | Design Anthropologist

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With a background in visual design, UX, and anthropology, I bring both utilitarian and humanitarian perspectives to my creative process. Embracing empathy-driven and human-centered design principles allows me to do the thing I love most—connect with people and attempt to view the world from their point of view. The unique experiences and decisions of real human beings help me create meaningful and useful design.

## Skills.

Accessibility/WCAG  
Agile Framework  
Branding  
Business Strategy  
Card Sorting  
Communication  
Competitive Analysis  
Context Mapping  
Data Visualization  
Design Systems  
Design Thinking  
Ethnographic Research  
Focus Groups  
Human-Centered Design  
HTML/CSS  
Information Architecture  
Interviewing  
Journey Mapping  
Mockups and Prototypes  
Organization  
Persona Development  
User Testing  
UX/UI & Product Design  
UX Writing  
Workshop Facilitation  
Wireframing

## Tools.

Adobe Creative Suite  
Atlas.TI  
Figma  
Google Analytics  
Jira  
Lucid  
Microsoft Office  
Miro  
Power BI  
Qualtrics  
UserInterviews  
Webflow

## Relevant Experience.

### Principal / UX Design and Research Consulting

May 2024 – Present

- Partner with startups and agencies to incorporate human-centered design strategies for mobile and web, leading to streamlined design execution and user-friendly workflows (B2C, B2B)
- Design and provide implementation guidance using design thinking principles 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

### Team Lead / Henry Ford Learning Institute / Detroit, MI

September 2024 – April 2025

#### **Led the design and execution of a research project aiming to secure funding to develop a social impact solution for Detroit's urban farmers**

- Scout and selection of participants; Design and conduct focus groups, 1:1 interviews, and surveys with 5 urban farming organizations
- Hands-on participation at community farms to understand user journey and inform empathy mapping
- Literature review of existing data on urban agriculture and mobility, along with cultural significance in urban settings
- Data analysis and coding to determine actionable insights and recommendations
- Work with team to convert insights into a business plan to design, develop and produce a motorized, adaptable e-kit
- Presentation of findings and business plan

### 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 a B2B enterprise SaaS platform, shaping the system's architecture, UX narrative, and visual language**

- Developed prototypes, journey frameworks, and multi-year research programs that drove a 27% increase in customer retention
- Creation of hi- and lo-fidelity mockups and design system components
- Identified feature opportunities through competitive analysis and user research; communicated design recommendations through visual storytelling and structured narrative frameworks
- Created presentation materials communicating research insights, product strategy, and customer outcomes to leadership and global stakeholders

## Education.

MA Anthropology, 2025  
Wayne State University

BA Anthropology, 2023  
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

Assistant Design Director / TRAFFIC Digital Agency / Clawson, MI  
March 2017 – September 2018

**Creative experience lead for two teams working on multi-channel digital activations, web experiences, and campaign launches**

- Research and design for an integrated Ecommerce experience for a national pet supply brand, helping increase overall sales and market position
- Produced a cohesive print and 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, leading to its acquisition by the world's largest retail corporation
- 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

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 automotive, manufacturing, tech, healthcare, education, and more.**

- 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