

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

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

Tools.

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

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