

Jamie Leidwinger

UX & Product Design | UX Research

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experience

UX Consultant, Artivore Mar - Feb 2021

- Conducted ~10 user interviews, in-depth competitive and market analysis, audited current product via heuristic analysis and usability testing to recommend product strategy to startup CEO
- Synthesized research findings and client-provided resources into new target persona
- Drafted content for "Itinerary" product and collaborated with team to design wireframes
- Delivered weekly presentations to the client and oversaw key deliverables to ensure project timelines were met

UX Design Fellow, General Assembly | NYC Dec 2020 - Mar 2021

- Designed comprehensive UX research studies and Figma prototypes for four web and iOS projects
- Collaborated with designers and stakeholders to utilize design-thinking and user-centered research to create user-centered products and features
- Designed visuals, interactions, wireframes, landing pages, and UI for products including "Ramble," an iOS travel safety app, and 'Mindfulness' for Zoom

Development Assistant, Symphony Space | NYC Feb - Jul 2020

- Supported CX strategy implementation to achieve FY21 fundraising goals
- Designed monthly membership renewal campaigns via emails, calls, and letters to sustain membership base of 1,500+ general members
- Devised rotational system to manage relationships with all general members during onset of COVID-19 in an effort to secure membership renewal and maintain venue relevance
- Maintained donor CRM system, processed donations, and prepared weekly department budget reports
- Worked cross-functionally with Programming, Marketing, Education, Box Office, and Executive Leadership departments to execute fundraising goals, including facilitating special fundraising events

Full-Stack UX Designer creating meaningful design that supports a cohesive and strategic user journey. Specialize in collaborating with cross-functional development teams and creative professionals in nonprofit, performing arts, and corporate environments. Leveraging comprehensive experience in fundraising, copywriting, digital marketing, event production, and creative storytelling. Excellent communicator and liaison working across all levels of an organization including Board of Directors.

skills & tools

Skills: User Research & Interviews, Personas, Information Architecture, Rapid Prototyping, Copywriting/Editing, Project Management, Public Speaking, Stakeholder Relations, Visual Design, Basic HTML/CSS, Interaction Design

Tools: Figma, Sketch, Miro, Trello, MS Office, Adobe Creative Suite, InVision, Adobe XD, Keynote

education

General Assembly

UXDI Certificate of Completion
Dec 2020 - Mar 2021

The Johns Hopkins University

Masters of Music in Composition
Aug 2016 - May 2018

Dickinson College

Bachelors of Arts in Music
Aug 2011 - May 2015