# Jamie Halliday-Frady

**USER RESEARCH | USER EXPERIENCE | USER INTERFACE**

A customer experience expert with 7 years of professional experience in end-to-end experience design for global technology brands. Skilled in delivering customer-centric and data driven design solutions and performance optimizations.

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## EXPERIENCE

### Central Pacific Bank, Honolulu, HI — *UI/UX Lead Designer*

FEBRUARY 2019 - PRESENT, 2YR

- Launch digital banking platform, increasing app rating from 2.1 to 4.6.
- Rebrand UI for digital applications and marketing website.
- Develop User Research program to identify opportunities in digital marketing products, including recruiting, script writing, facilitating, and synthesizing findings.
- Present & report on UX/UI initiatives to Executive Management.
- Host company wide presentations of new products and research findings.
- Work within an agile team to deliver designs for both web and native applications.

### Avalara, Seattle, WA — *UX/UI Designer*

JANUARY 2016 - AUGUST 2017, 1YR 8MO

- Subject matter expert on brand standards and governance for all web properties.
- Co-facilitated a cross-departmental design committee to define best practices.
- Led design and strategy for platform migration to AEM.
- Provide insight and guidance to the executive team to align business goals.
- Work within an agile team to deliver customer experiences on a fast-paced team.

### Microsoft, Redmond, WA — *UX Designer*

AUGUST 2013 - JANUARY 2016, 2YRS 6MO

Xbox & Microsoft Store
- Design new features and incremental changes to site templates.
- Perform A/B testing, deliver responsive design templates, and more.
- Lead designer for global campaigns (product launch, holiday, graduation, etc).
- Lead designer for internal applications initiatives.
- Created and owned the process for implementing videos.
- Provided leadership and mentorship to junior teammates.

## COMMUNITY

### AIGA, Honolulu, HI — *Digital Director*
### JS Conf Hawaii 2019, Honolulu, HI — *Organizer*

## EDUCATION

### DevLeague — *JavaScript Web Engineering*

JUNE 2018 - DECEMBER 2018

### Art Institute of Seattle — *Bachelor of Fine Arts, Graphic Design*

SEPTEMBER 2009 - JUNE 2013

## DESIGN SKILLS

Remote Usability Testing
Wireframe/Prototype cycle
Responsive Design
Mobile App Design
AR Filter Design
Analysis & documentation
Strategic & Design thinking

## DEV SKILLS

HTML/CSS
Javascript
Sass / Gulp
Express
PostgreSQL
ES6

## PM SKILLS

Agile teamwork
Writing User Stories
Problem solving
Presentation & speaking
Attention to detail
Customer service

## TOOLS

Adobe Creative Cloud
Figma
Spark AR
Axure & Invision
Google Analytics
Hubspot
Visual Studio Code
Amazon Web Services