

Jamie Kravitz

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Work Experience

Principal UX Designer

Williams-Sonoma Inc – San Francisco, CA – 2015 to present

Responsibilities

- Provide UX input and guidance across a broad range of digital capabilities, including ecommerce website, in-store POS application, email marketing.

Accomplishments

- Provided global usability guidelines & enhancements for POS vendor application.
- Reviewed and audited information architecture for content areas of ecommerce sites, provided revised taxonomy and navigation scheme.

UX Manager

Franklin Templeton Investments – San Mateo, CA – 2012 to 2015

Responsibilities

- Represent & champion the user in web products, serve as accountable team member for UX on projects.
- Manage team in US & UK: meet and respond to employee issues, set performance objectives, provide guidance, feedback, & support. Allocate UX resources to projects, prioritize work requests.
- Contribute wireframes, prototypes, research designs & reports.

Accomplishments

- Established positive reputation for UX, shifted perception from bottleneck to team players.
- Hired strong UX team members, appropriate for the job & workplace.
- Led multi-pronged usability testing efforts, managed vendor and in-house solutions.
- Oversaw creation of UX artifacts for responsive web redesign of major retail website.
- Improved Literature section by leading cross-functional effort to fix bugs and improve usability.
- Designed & led department-wide Team Engagement day.

Senior UX Architect

Franklin Templeton Investments – San Mateo, CA – 2010 to 2012

Responsibilities

- Lead UX at project level, proactively identify opportunities for improving customer experience.
- Provide UX design and research for web projects.
- Supervise UX team members.

Accomplishments

- Led UX for launch of company's "m-dot" site, overseeing wires and visuals, running usability testing.
- Redesigned website Tax Center, incorporating user-centered design in tight timeline.
- Used data-driven user profiles to inform design and influence stakeholders.
- Prototyped international web documents repository to illustrate & facilitate review of requirements.

UX Architect

Franklin Templeton Investments – San Mateo, CA – 2007 to 2010

Responsibilities

- Provide UX design artifacts and research for web & enterprise projects.

Accomplishments

- Generated over 100 wireframes for site redesign, revisions based on testing and evaluation.
- Wrote over 30 style guide definitions for new design system, UX patterns.
- Improved usability of email marketing tool, tested with internal users to validate effectiveness.
- Spearheaded usability testing and established protocol and research templates for in-person testing as well as remote.
- Led & conducted card sort for IA refresh for complex policy intranet.
- Poster presentation at UPA Conference on balancing business needs and user objectives.

Usability Engineer

Interface Analysis Associates – San Jose, CA – 2005 to 2007

Responsibilities

- As member of usability research & design consultancy, support diverse range of projects – software, hardware, instructional design – in usability testing, evaluation, and design.

Accomplishments

- Team member on usability testing of medical devices – including AEDs, insulin pumps, injectors – for usability and FDA approval.
- Ran and supported usability testing for IP search tool, IT networking application, other web applications.
- UI design and usability expert review for genetic scientific software.
- Supported revision of NASA-STD-3000 Human Space Integration Standard, contributed to development of Human Centered Design handbook.

Earlier Work History

Educational Technologist – Long Beach Community College

- Developed web version of required faculty training on Accessibility sensitivity using PHP, MySQL, and Flash. Winner of 2006 California Community Colleges Technology Focus Award.

Independent Video Producer – Self Employed

- Directed & edited award-winning documentary *Into the Streets*, produced industrial videos for Big Blue Bus, public relations cable TV programs for Los Angeles MTA.

Multimedia Producer – GSociety

- Rich media design & production: shot and edited original short-format videos for gay and lesbian entertainment websites using Quicktime, Real, SMIL.

Public Access Coordinator – City of West Hollywood

- Founded & ran city's Public Access TV program; developed policies, training program, built and maintained production facilities, cablecast programming, managed intern program.

Education

M.S. Human Factors & Ergonomics

San José State University, San José, CA

Masters Thesis *Of mice and pen: effects of input device on different age groups performing goal oriented tasks*, a short paper version published in the 2007 Proceedings of the Human Factors and Ergonomics Society

Certificate Interactive Media & Animation

Academy of Entertainment & Technology, Santa Monica, CA

B.A. Film & Video Studies/Liberal Arts

University of Michigan, Ann Arbor, MI

Volunteer & Community Work

California Men's Gatherings

Chair, Planning Committee for Annual Retreat – San Francisco, CA – 2011-2013

- Meeting Facilitation: led team for annual retreats with 200 participants; created agendas; kept discussions focused; balanced various personalities
- Project Planning: created master "swimlanes" diagram for tracking broad range of tasks necessary for producing the event; created checklists and reference materials for future planning groups
- Served in various roles over 3 years, including Workshop Coordinator, Web Liaison, Treasurer; created budget; managed bank account

Group Facilitator – Middletown, CA – 2012

- Group Facilitator: led ceremonies and facilitated large group exercises for retreat with 60+ participants; designed large group activity

Modern Dance

- Egyptian/Powderkeg (2011): new work, choreographer/performer
- Rudy Perez Dance Theatre, Los Angeles Modern Dance & Ballet (Los Angeles): company member
- New Moves (University of Michigan): Co-Artistic Director, performer, choreographer