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Jamie Holland

I'm a creative professional leading the design and development of user-centered digital products and services. With over 20 years of experience, my focus is solving complex problems, while also driving innovation and growth.

SKILLS

Practical

- UX & UI Design
- Leadership & Management
- Collaboration & Communication
- Wireframe & Prototyping
- Creative Direction
- Web & Graphic Design
- HTML & CSS
- Mobile & Responsive Design
- Accessibility & Human Computer Interaction

Software

- Adobe CC & Figma
- Jira, Trello & Monday.com
- WordPress, HubSpot Squarespace & Shopify
- Google Analytics & Insights

EDUCATION

BFA in Graphic Design

Middle Tennessee State University

EXPERIENCE

UX Design Lead at SharkNinja (contract) — 2022 - 2023

- Worked closely with cross-functional teams including product, design, development, writing, engineering and business to ensure mobile application meets the needs and expectations of its users
- Accountable for holding the product vision and shaping the overall user experience for a multi-billion dollar consumer products company
- Oversaw development operations and project management for ongoing design solutions increasing team efficiency by 75%

Director of Design & Development at Element 47 — 2019 - 2021

- Served on Leadership team, responsible for managing a full-service marketing firm's overall operations increasing profitability 25% annually
- Built brand identities and user experiences through creative direction
- Concepted, estimated and presented to clients throughout a project to establish credibility and influence
- Managed teams daily workflow and long-term growth and development

UX Design Manager at Keystone — 2016 - 2019

- Managed and collaborated with a team of Strategists and Engineers throughout a project resulting in a 50% increase in client conversion rates
- Championed the practice of UX design while crafting digital interfaces
- Oversaw teams of contract designers and developers to expand capacity

Web Designer at Keystone — 2003 - 2016

- Executed front-end web development for desktop and mobile
- Experienced in web standards, design principles, and accessibility guidelines while improving user engagement by 30%