



Jared.Sims@outlook.com  
 JaredMSims.com  
 678.481.4951



# Jared M. Sims

## USER EXPERIENCE LEADER

### OBJECTIVES

Advocate and promote UX/UI service offerings to deliver valuable business outcomes through Agile methodology and iterative development.

Cultivate team growth and cross-functional collaboration, fostering trust and supporting individual development.

Align design strategies with company vision to drive positive outcomes in user experience.

Apply best practices and standards in web and app design, leveraging technologies and partnerships for optimal solutions.

### EDUCATION

2009  
 BFA, Graphic Communication  
 Kennesaw State University

Focus on web-technology and print.  
 Member of Pi Kappa Phi Fraternity,  
 Eta-Delta class.

### SKILLS

**Strategic:** Team leadership, individual growth, tactical support & direction, process improvement, product increment roadmapping, cross-functional team alignment

**Tactical:** Figma/Sketch/XD, Storybook, InVision/Marvel, Adobe Creative Suite (CC), Axure, HTML5, CSS3, JavaScript (intermediate), Bootstrap3/4, Material Design, Atomic Design, VS Code, Microsoft Visual Studio, Microsoft SharePoint Designer, Agile SDLC, Lean UX

#### Leadership and Creative Direction to support the growth UX & Interactive Design business unit:

- Identifying Sales Opportunities and Support Cases
- Estimating & Scoping
- Project Planning
- Client Interaction and Project Vision/Direction
- Story-telling and communication
- Team Workshops and Collaboration

#### Multiple proficiencies in developing and executing concepts based on stakeholder criteria, user requirements, and research to include:

- Facilitation of Focus Groups, UAT, Usability Study
- Generating User-Flows and Product Eco-System Design
- Identifying Personas and User Groups
- Wireframes and Prototyping
- Hi-fidelity mock-ups
- Interaction (Visual/Haptic)/Animation/Visual Cues
- Implementation & Development Support

#### Soft skills and empathy:

- Leadership compliance, advocacy, and decision-making
- Team organization & efficiency
- Stakeholder alignment
- Cross-functional area input & support
- Servant Leadership mindset

## EXPERIENCE 1 of 3

Sept 2023-Present

### Design Operations Manager, UX Program Management (CONTRACT)

14,000+ Employees; FINTECH  
Program Lead, UX

#### *Highlights & Accomplishments:*

- Co-Developed CoE to properly onboard, evangelize, document, share, and support our ~60+ UX Engineers in DCX.
- Led ~15 individuals to witness successful MVP delivery of a Retirement Accumulation Solution that helps teachers better prepare for their retirement (current state had no major improvements over the course of 6 years).
  - MVP delivery was a massive overhaul of the application's technology stack, user experience, and product support model.
- Supported ~15 B2C DCX individuals (ranging from Research, Content & Design) in Agile delivery.
- Continuous process improvement to ensure successful deliveries across the Advice Organization.
- Individual & Team onboarding upon hire (licenses, software/hardware, and people organization).
- Led my workstream team through all phases and alignments of the product delivery lifecycle across functional areas.

Apr 2021-Sep 2023

### Director User Experience & Design

2,000+ Employees; Technology Consulting,  
Practice Lead, UX

#### *Highlights & Accomplishments:*

- Leads a team of 6 User Experience professionals ranging from Junior Consultants to Principals.
- Supports Sales & Engineering teams in defining scope, effort, and strategy in the UX function, as well as promotes Agile Methodologies and other cross-functional partners (Product, Engineering, Scrum Masters, Data, QA, Security, DevOps, Integration).
- Responsible for strategic account growth at Catalis (GovTech) in multiple verticals to include Payments, Tax, and Land Records' application delivery.
- Successfully led a thorough ADA compliant Design System initiative that elevated the scalability of a white-labeled product across verticals for consistency in application design and velocity in delivery.
- Developed a COE in UX to support strategic client. Led 4 UX professionals external to my organization to develop and deliver DS & Application Experience.
- Multiple Marketing led initiatives in which I supported design delivery and UX team operations for our web-presence, event socialization, and company-wide Lunch & Learn topics (Agile & UX, User Research Tactics, UX Analysis, and Workshop Facilitation)
- Grew 2 team members to an elevated Senior position and continued team education/support.

Mar 2019-Apr 2021

### Sr. User Experience Designer, THD EUX

25,000+ Employees; Retail & Brand Presence, Pro Loyalty,  
Enterprise User Experience Organization

#### *Highlights & Accomplishments:*

- Delivered successful MVP for Path to Pro, candidate & Pro customer facing applications which has resulted in market expansion in GA, FL, and TX.

## EXPERIENCE *2 of 3*

- Continues to drive feature enhancements and optimal value from usability studies and Pro feedback. Strong collaboration with Product and Engineering partners.
- Has reached and collaborates with business partners outside of our Product scope to inform and position design direction/vision for an inherited ecosystem.
- Works with a Balanced Team to deliver an agile product/application
- Facilitates workshops to introduce new concepts for our platform
- Strategic mindset for our application's Future State goals, long-term vision, and eco-system management

Oct 2017-Mar 2019

### User Experience Manager, Practice Lead in SW, Hilti

25,000+ Employees; Global Construction Industry,  
Construction Technology Business Unit

#### *Highlights & Accomplishments:*

- Leads and directs internal/external international teams to execute UX and UI concepts to consolidate a wide product portfolio into a single platform.
- Manages (~8) direct reports on internal/external remote teams - provides design strategy & direction as it applies to User Experience/Visual Design
- Team growth and mentorship.
- Process improvements and methodology evangelism to foster efficiency and team collaboration.
- Works with a Global Team to define and execute company vision, cultivate values, and foster a collaborative environment
- Reports directly to Head of Software Application Delivery
- Responsible for final outcomes in User Experience, across a portfolio of 17 products
- Leads team for growth, individual opportunity, and serves team's needs to support positive momentum in delivery
- Defines and implements ideation processes to promote best-practices in software development
- Works closely with leadership team to translate vision into actionable outcomes
- Works closely with cross-functional areas (Product Management, Product Ownership, Architecture & Development, Marketing) to ensure alignment
- Develops creative artifacts representative of existing branding

Mar 2011-Oct 2017

### Head of Interactive Design, Practice Leadership, Innovative Architects (Now "Improving")

150+ Employees; Application Technology Industry  
Consulting and Software Development Company

#### *Highlights & Accomplishments:*

1. Successful execution of company rebrand, and portfolio web-presence to promote the Interactive arm of the consultancy.
2. Design team operations, and creative space – Facilitated an interior redesign to support a centralized office unit to promote stronger team collaboration, presentation, and cohesion/dynamics.
3. Worked with 100+ clients to identify areas of opportunity within their technology space to leverage interactive/user-experience models for a myriad of use-cases: From internal portals, to public-facing marketing websites, to custom web-applications, to interactive experiences.

## EXPERIENCE 3 of 3

- Team-glue. Leads a team of 5 in creative direction and output, implementation, and ongoing prioritization of projects/client deliverables.
- Consults clients to devise scoping & approach, produces statements of work.
- Analyzes production data to identify key areas of improvement for users.
- Conducts Focus Groups to identify persona types, and target user styles, trends, and tactical requirements that facilitate objective design in products/services.
  
- Successfully accomplished multiple concurrent projects within scope, budget, schedule, & quality.
- Experience in managing clients, 3rd party vendors, user experience and visual designers, developers, and support teams in global/virtual working environment with onshore/offshore/multi-location delivery models.
- Produces visuals that represent layout, content presentation, task flow, and organization; develops web pages using browser compatible coding templates and stylesheets.
- Defines site functionality and user interaction by creating information structures through content hierarchies, site-maps, and navigational models (file structures and semantics in delivered code).
- Writes markup customized for DotNetNuke (DNN) and SharePoint platforms.

Mar 2011 - Oct 2010

### Graphic Designer, Lackmond Products

20 Employees; Distribution, Industrial Industry  
In-House Branding, Design & Print

#### *Highlights & Accomplishments:*

- Successfully designed brand collateral, including logo design, for over 20 clients
- Creates branding/logos for new customers
- Develops brand collateral and cohesive packaging for an array of private labels under Lackmond's distribution chain.
- Manages and maintains all print equipment

Jan 2007 - Present

### Freelance & Contract, Bluebird Creative Group

5 Contractors; Design Industry  
Brand, print, and web consulting

#### *Highlights & Accomplishments:*

1. Learning experiences in client engagement, management, and delivery
  2. Positive results led to loyal customer/client base
  3. Early discoveries in efficiency of deliverables & methodology to promote processes (web & print)
- Manages new and existing client relationships
  - Manages resources to successfully produce creative deliverables and end-products.
  - Develops creative artifacts representative of existing branding
  - Creates concepts for web and print related deliverables