Jared M. Sims

CONTACT

[in]

Jared.Sims@outlook.com
JaredMSims.com
678.481.4951

USER EXPERIENCE LEADER

PROFESSIONAL SUMMARY

Strategic UX/UI leader with 16 years of experience delivering innovative digital experiences. Expert in Agile methodologies, design systems, cross-functional collaboration, and delivery. Recently served as Interim UX Director of UX for Simpson Strong-Tie. Developed strong cross-functional relationships and served team in design delivery.

Values

- People
- Innovation
- Agility

CREATIVE DIRECTION & LEADERSHIP SKILLS

- Identifying Sales Opportunities and Support Cases for Design
- Estimating & Scoping
- Project & Resource Planning
- Client Interaction and Project Vision/Direction
- Story-telling and communication
- Team Workshops Facilitation and Collaboration
- Creative and Design Evangilization

EDUCATION

2009
BFA, Graphic Communication Kennesaw State University

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

TECHNICAL SKILLS

UX Design: Figma, Sketch, Adobe XD, InVision, Axure
Design Tools: Adobe Creative Suite, Storybook
Web Technologies: ChatGPT, DALL-E, Claude, HTML5, CSS3, JavaScript, React, Angular
Methodologies: Agile, Lean UX, User Research, Information Architecture, Eco-System Design, UXT
Platforms: WorkDay, SharePoint, Confluence, JIRA, JIRA Align, Miro, Figjam

PROFESSIONAL EXPERIENCE

Interim Director of User Experience (contract to support)
Construction & Manufacturing | March 2025 - May 2025
- Led team of 20 UX Designers, Engineers, and Researchers with cross-functional partnership and evangelism.
- Impacted design system trajectory and brand inheritance
- Developed trust with team & helped establish/evangelize a UX Community of Practice
- Restructured organization to promote stronger support, and a development plan to create pathways into varying levels of experience.

Design Operations Manager, UX Program Management
FINTECH | Sep 2023 - April 2025
- Led Center of Excellence for 60+ UX Engineers
- Vision & MVP Delivery for Retirement Accumulation Solution (B2C), and Investment Lineup Change, Retire Plus + (B2B)
- Supported Agile Digital Customer Experience team and deployed Agile framework with process improvements.

Director of User Experience & Design
Technology Consulting | Apr 2021 - Sep 2023
- Led 6-person UX team across junior-senior skill levels
- Delivered an ADA-compliant, cohesive Design System for Catalis (Government payment systerms
- Supported strategic account growth in GovTech sector

Senior User Experience Designer
Home Depot Enterprise UX | Mar 2019 - Apr 2021
- Delivered MVP for Path to Pro customer applications, developed future-state vision for Customer Record
- Expanded market presence in multiple states
- Supported marketing needs outside of UX: Creative, Brand, Marketing

User Experience Manager
Hilti Global | Oct 2017 - Mar 2019
- Consolidated 17-product portfolio into unified future-state platform
- Managed international UX/UI design team (20 designers across marketing, brand, & web)
- Implemented cross-functional design strategies and process improvements

Interactive Practice Lead
Innovative Architects | Mar 2010-2017
- Led all creative & brand related material
- Established all creative methodology & delivery processes
- Rebranded company look & feel, and website support