

Jamie Kravitz

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Work Experience

Principal UX Designer

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

Responsibilities

- Advocate as a trusted voice for UX in the organization: guide and mentor junior team members, foster a user-centered design process and approach across departments & teams.
- Provide UX perspective and deliverables to IT project teams in ecommerce and enterprise applications.
- Consult with brand web production & creative teams: provide UX guidelines, site IA & taxonomy, merchandising and content strategy, page designs.

Accomplishments

- Led design work on ecommerce product page, supervised junior designers, managed production of UX and creative assets, collaborated with A/B and usability testing teams to generate actionable insights, generated wireframes and interactive prototypes, conducted primary research to support complex product shopping journey, presented materials to executives.
- Built strong relationships with UX teammates, product managers, developers, brand teams, and senior management.
- Provided design leadership for A/B testing that yielded 20% lift in conversion.
- Delivered IA revisions to site navigation and taxonomy for multiple ecommerce sites, incorporating analytics, SEO, usability, and user research methods. Documented and revised approach iteratively.
- Wrote Copy Playbook for ecommerce product information and provided best practices style guide to make copy more persuasive, usable, and effective for SEO.
- Provided usability guidelines and design recommendations for POS application to meet stated project goals and enhance user experience for in-store associates.

UX Architect ▶ Senior UX Architect ▶ UX Manager

Franklin Templeton Investments – San Mateo, CA – 2007 to 2015

Responsibilities

- Represent & champion user in web products, advocate for inclusion of UX activities in project lifecycle.
- Manage team in US & UK: coach, guide, provide feedback & support, allocate work and prioritize jobs.
- Contribute wireframes, prototypes, research designs & reports for web & enterprise projects.

Accomplishments

- Advocated for and successfully brought in usability testing platform to expand user research capabilities.
- Spearheaded usability testing, created research templates & checklists for in-person and remote testing; explored methods (card sort, interviews, personas) to generate insights to inform and validate designs.
- Built strong working relationships across departments, established positive reputation for UX.
- Worked on three major website redesigns, including responsive design and leading UX on “m-dot” site, first among our peers; generated 100+ wireframes, designed and ran usability studies.

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, medical hardware, instructional design – in usability testing, evaluation, and design.

Accomplishments

- Usability testing of medical devices – AEDs, insulin pumps, injectors – for usability and FDA approval.
- UI design and usability expert review for genetic scientific software, IP search, web tools & applications.

Earlier Work History

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.

Educational Technologist – Long Beach Community College

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

Multimedia Producer – GSociety

- Rich media design & production: shot and edited short-format videos for LGBT entertainment websites.

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.

Education

M.S. Human Factors & Ergonomics | San José State University, San José, CA

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

3rd Street Lofts Homeowner's Association

Member of the Board, Treasurer – San Francisco, CA – 2017-present

- Serve key role in 3-person Board for 38-unit condominium association.

California Men's Gatherings

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

- Project Planning: created master planning docs, swim lane diagrams, checklists and reference materials.
- Meeting & Group Facilitation: led team for retreats with 200 people; facilitated group exercises.

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.