



PORTFOLIO be.net/jami2wongs

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847•275•9553

SPECIALTIES

User Experience (UX)
Interaction/Visual Design
UI/Design Systems
iOS, Android, & Web Apps
Agile Development
Branding & Identity
Marketing Campaigns
Creative Strategy & Direction
Problem Solving
Team Building & Mentoring
Project Management
Strong Communication Skills
Acute Sense of Detail
Comfort with Ambiguity
Calm Under Pressure

TOOLS

Figma
Sketch/Invision
Adobe Creative Suite
Miro
Omnigraffle
Camtasia
HTML/CSS/JS
WordPress/Squarespace
Brightedge
Pardot/Salesforce
Email on Acid
JIRA/Confluence/Slack
Wrike
MediaValet
Whiteboard & Markers
Post-it Notes

EDUCATION

Millikin University
BFA in Studio Art
Graphic Design & Ceramics

Collaborative, hands-on creative with a knack for streamlining complexity into intuitive and delightful experiences that make a difference in people's lives.

PROFESSIONAL EXPERIENCE

iCEV (Career & Technical Education Curriculum & Testing)

Web Design Consultant JUN 2023 - AUG 2023

Redesigned Region 7 ESC Purchasing & Vendor Services website. Created lean mockups of key pages with Figma and designed finer details directly in the browser. Utilized Utopia to rapidly produce truly responsive HTML/CSS, beating the deadline by a week despite the project having a late start—just in time for back-to-school.

n2y (Special Education SAAS / EdTech)

Creative Director MAR 2017 - APR 2023

Strategized with Demand Generation, Product Marketing, and CMO. Developed and executed creative assets for multi-channel marketing campaigns and automated nurture drips that directly contributed to a bookings increase of 283% over 6 years.

Collaborated with C-Suite Executives and Product Teams to develop messaging and visual branding for 7 new products, evolve 3 product brands, and create unified company branding that increased overall awareness in the marketplace.

Managed the company website, including design, development, and an overhaul to update Wordpress to Gutenberg, optimize code, decrease page load time, improve SEO and accessibility, provide increased design flexibility, and reduce production time.

Collaborated with Product and Content Marketing to create timely and relevant content such as blog articles, white papers, webinars, case studies, videos, and product microsites that increased overall website traffic and boosted SEO and lead generation.

Inspired innovation and collaborated with Leadership on problem-solving for high-priority issues as a member of the XLT (Extended Leadership Team) and squads. Regularly consulted with Product, eCommerce, and Customer Care Teams on branding and UX and assisted with design and implementation as needed.

Built, managed, and mentored a fully remote Creative Team including writers, designers, developers, and a Creative Manager. Supplemented full-timers with freelancers and agencies to balance quality, skill deficits, budget, and time to market.

Implemented and continuously refined processes and templates to maintain consistent branding while decreasing costs and time to market.

Lendr (Financial Tech)

UX Consultant OCT 2016 - MAR 2017

Collaborated with CTO on UX design of web products and marketing websites. Developed user flows, sketched low-fidelity wireframes, and created mockups and prototypes to communicate concepts to key stakeholders and development team.

Customized Bootstrap and Charts JS and created a UI library and templates for consistent branding. Provided HTML/CSS to developers for React implementation.



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Aptus Health (Healthcare / Pharma Marketing)

UX Director FEB 2015–OCT 2016 | **UX Designer** AUG 2013–FEB 2015

Initially hired to support graphics and HTML/CSS production, promoted to lead design of *Omnio* mobile apps, and built the UX team from the ground up—supporting multiple research and design initiatives.

Led UX redesign of *Omnio* mobile apps that increased user ratings from 2 to 4.5 stars.

Introduced and integrated UX methodologies into agile development cycles—allowing time for rapid iteration and early detection of usability issues, addressing user feedback, streamlining production, and decreasing time to market.

Strategized with Product and Marketing Communications Teams to identify and prioritize features and requirements for mobile and web apps and marketing websites. Developed user flows, wireframes, mockups, prototypes, and reports. Conducted user research, market research, and usability testing to inform and validate decisions. Presented concepts, research, and recommendations to upper management.

Utilized atomic design principles to produce UI libraries and templates that decreased time spent on deliverables, increased consistency between files, and outlined specs.

Initiated proposal and managed design and development of company intranet using SharePoint and LiveTiles—saving money on custom design/development, reducing time to launch, and empowering the Communications Team to manage site updates.

Managed onsite, remote, and offshore interactive/visual designers, graphic/web designers, and developers. Hired and managed consultants based on project needs.

Houghton Mifflin Harcourt (K–12 Educational Publishing)

Creative Manager FEB 2012–AUG 2013 | **Senior Designer** JUL 2001–FEB 2012

Directed redesign of ecommerce sites and product microsites into a single, responsive website. Realigned branding and streamlined UX of all digital marketing—online catalogs, sampling Flash apps, HTML email campaigns, and landing pages.

Managed UX for iPad app within agile development environment—allowing reps to demonstrate key product features and capture customer data to generate leads.

Directly contributed to high-stakes adoption wins by designing marketing collateral, technology demos, and sales presentations for various K–12 educational programs.

Managed interactive and motion graphics designers. Provided creative direction to a dispersed team of 16 designers, 6 copywriters, and 2 developers.

2wongs Studios (Sole Proprietorship)

Co-Owner NOV 2006–PRESENT

Freelance website design/development, logos, identity and branding, mobile app design, UX, marketing campaigns, catalogs, HTML email, menus, signage, handmade cards, and commissioned art.

Notable clients: iCEV, n2y, BIN 36, Smashwords, RhymeZone, Datamuse, Super Foxy Realtor, and Health Administration Press.