

## **Jay Minnick**

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## **Professional Experience**

### **UX Analyst, First National Bank, 2011 - 2017**

- Negotiated technical requirements with product owners, technologists, and project managers to determine interaction pattern guidelines, extent of usability testing, and scope of interactive prototypes
- Created user journey maps with input from product owner, project manager, and system analyst
- Created interactive prototypes for usability task testing, business unit approval of design and developer analysis
- Partnered with system analysts and product owners to write user stories and create low-fi mock ups, wireframes, and interactive prototypes
- Created design guidelines for web and mobile experiences
- Conducted ethnographic and contextual interviews with customers in order to distill use patterns for qualitative analysis and persona development
- Researched competitor products and UI design trends and presented reports for product owner
- Assisted in QA testing, regression testing and validating production releases
- Utilized Adobe Analytics for quantitative analysis to determine conversion and acquisition metrics
- Utilized TeaLeaf for qualitative analysis to determine break points in customer conversions
- Facilitated card sort sessions with product owner
- Researched behavioral psychology concepts to better understand motivations and goals of users

### **User Interface Designer, First National Bank, 2010 - 2011**

- Develop and design front end web utilizing HTML, CSS, and Javascript
- Troubleshoot bug tickets and implement code fixes
- Assist in story pointing UI work for features and user stories

### **Self-employed Designer and Consultant, J.A.M. Design, 2009 - 2010**

- Website design and development for a variety of businesses (html, css)
- Designed identity and branding for variety of clients
- Training clients on CMS (content management systems) on sites that I built via Drupal, Joomla and Wordpress
- Consultancy role with clients for Email marketing, SEO optimization, AdWords strategy, social media strategy, and general marketing inquiries

## **Technical Skills and Application Experience**

- **Adobe Creative Suite** - expert
- **Axure** (prototyping) & **Balsamiq** (wireframing) - expert
- **Microsoft Office Suite** - expert
- **Jira** - expert
- **HTML, CSS** - intermediate/expert
- **Adobe Analytics** - intermediate

## **Education**

### **Art Center College of Design, Pasadena, California**

- Bachelor of Fine Arts, Illustration

### **University of Nebraska - Lincoln, Nebraska**

- Bachelor of Arts, Political Science and History