

Jay Minnick

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Experience

UX Designer, Stillwater Insurance Group, 2017 - Present

- Design and prototype agent and consumer portal for insurance products and services
- Create a design system to establish consistent experiences throughout all Stillwater Insurance digital products
- Partner with BA's to create low-fidelity interactive prototypes for usability test cases

UX Designer, 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
- 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 sorting 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

Interactive Designer, Orthopaedic Marketing Group, 2007 - 2010

- Website design and development - HTML, CSS, Drupal, Joomla and Wordpress
- Maintain brand guidelines for client sites
- Designed and developed an online tool that enhances client SEM by switching online appointment phone numbers with trackable numbers on a client website. With this tool, clients are able to know exactly how customers are searching for their business and which search terms are most profitable

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