



JAIME FOWLER

jaimeiscreative@gmail.com
(928) 380-5337

 [jaimefowler](#)

 [Portfolio](#)

EDUCATION

Missouri State University
Magna Cum Laude
BS in Business
Administration, emphasis
in Marketing & Advertising
Minor in Graphic Design

Google UX Design
Professional Certification

SKILLS

UX Design
UX Research
UI Design
Wireframing & Prototyping
Responsive Web Design
Mobile App Design
Graphic & Digital Design
Creative Ideation
Content Strategy
Digital Marketing
Ecommerce
Basic HTML

TOOLS

Figma
Adobe XD
Photoshop
InDesign
Illustrator
Miro

SUMMARY

Multifaceted creative with expertise in product design, UX/UI design, UX research, and content strategy. Can-do attitude, excellent creative ideation and collaboration skills with a passion for working with brands.

EXPERIENCE

UX/UI Designer

SnapNurse // June 2022 to March 2023

I led UX research including conducting interviews, monitoring site usability, creating user personas and developing user flows. I applied that research, in collaboration with the product team, to design a new product that increased user completion by 50% in the first month. I also improved the UX and UI of many existing features.

UX/UI Designer and Brand Strategist

Make It Work Creative // January 2016 to June 2022

I worked closely with small business owners to tell their stories and grow their business through UX design and research, brand development, content strategy, and web design.

Communications & Design Manager

Nike // April 2015 to May 2016

In this role I distilled complex information down into understandable content through presentation design, infographics, storytelling strategies, and internal newsletters. I was responsible for creative ideation, sourcing information from multiple stakeholders and developing it into a central message customized to each audience.

Manager of Content Planning

iAcquire // May 2013 to January 2014

I was recruited for this role to build a content strategy department. I led a team to develop and execute content strategy for over 1000 publishers. Under my management the number of articles published each month quadrupled, and revenue increased exponentially.

Editor - Sales Integration, Features and CityGuide

SheKnows.com // December 2010 to May 2013

I led the creation of original branded content for both earned and paid placements. I conceptualized and produced digital content by recruiting and overseeing a team of freelance creative talent including copywriters and photographers.

Field Marketing Coordinator

Starwood Hotels // February 2009 to May 2010

As marketing support for 30+ hotels, I provided administrative and creative support for the implementation of online and offline marketing.

Marketing Manager

Sierra Auction // June 2007 to February 2009

In this role I was a one-woman marketing department while also acting as the in-house graphic designer and webmaster.