

Jay Minnick

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Professional Experience

UX Designer – Stillwater Insurance Group – Omaha, NE – 11/2017 to Present

- Complete redesign of agent portal (site for agents to manage quoting and policies sold)
 - Created interactive prototypes for usability task testing, business unit approval of design and developer analysis
 - Created low-fidelity wireframes during requirements gathering phase
 - Helped test and validate agent portal prior to rollout
- Created a design system for agent portal redesign and for future design and development projects
 - Defined pattern library, component use guidelines and integrated existing marketing and branding guidelines

UX Designer / Analyst – First National Bank – Omaha, NE – 2011 - 2017

- Negotiated technical requirements with product owners, developers, 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 interviews with customers to distill use patterns for qualitative analysis and persona development
- Researched competitor products and UI design trends
- 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

UI Designer - First National Bank – Omaha, NE - 2010 – 2011

- Front end web development (HTML & CSS), primarily for marketing domain
- Troubleshoot bug tickets and implement code fixes
- Assist in story pointing UI work for features and user stories

Technical Skillset

- Adobe Creative Suite (Illustrator, Photoshop, InDesign) – Expert
- Axure RP 8 and Sketch – 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