

JAMIE RAMSAY

UX RESEARCHER & DESIGNER



jamieramsayux@gmail.com



[Portfolio](#)



[LinkedIn](#)

About Me

Photojournalism, mycology, roller derby, and an insatiable curiosity about humans brought me to Design Thinking. I use a background in storytelling, research, and teamwork to parse out the nuance of unmet human needs and devise data-backed solutions. Recognizing untapped opportunities is my superpower.

Experience

General Assembly x US Census Bureau | Remote | 2022

UX Researcher

- Synthesized data & analyzed metrics to develop a digital tool that utilized open-source data to help lower-resourced communities tackle lead pipe replacement & application for Bipartisan Infrastructure Law (BIL) funding
- Quickly recruited & executed user interviews in the government and non-profit sector through cold calls and established key research findings in under 2 days to meet project deadline

General Assembly | Remote | 2022

User Experience Design Immersive

- **Researcher & UI Designer** | Book Wyrms: Developed a multimedia program to bring children & caregivers together to read, inclusive of diverse family-structures
- **PM & UX Designer** | The Euclid Company: Redesigned nonprofit's website to feature LMS for online courses & pathways for sponsorship of projects
- **UX Designer & Researcher** | Heritage Prairie Farm: Addressed information architecture & cognitive overload to improve CSA purchasing experience

Chicago Reader | Chicago, IL | 2017-2019

Director of Photography

- Doubled Instagram engagement & boosted followers by 19% in 10 months
- Initiated collaborations with new photographers to increase paper's diversity, resulting in two Lisagor award-winning features, and the most popular Instagram post at newspaper to date
- Directed end-to-end visual content design of stories for independent weekly newspaper
- Developed long-term relationships with key external partners and 100+ freelancers

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Experience (continued)

Life on Mars Goods | Chicago, IL | 2017–Present

Founder/Designer

- Launched line of responsibly-sourced leather bags, featured on Daytime Chicago television segment
- Conduct user research & build prototypes during product development
- Awarded a business-in-residency program in Træna, Norway to research sustainable material alternatives
- Operate company eCommerce site, maintaining CMS & customer service

Groupon | Chicago, IL | 2014–2016

Image Designer

- Piloted cross-platform initiative with Eddie Bauer that began a successful, revenue-generating custom product photography program for Groupon & their external partners
- Produced in-house stock photoshoots, establishing initial studio standards
- Awarded a Professional Development grant for food styling

Jamie Ramsay Photo & Design | Chicago, IL | 2003–Present

Freelance

- Researched, wrote, and produced video for story package on regional dish in Norway, commissioned by digital magazine Roads & Kingdoms
- Selected for Ayatana Art & Research Residency in Canada, a collaboration of artists & scientists discussing issues of clean water and conservation

Education

General Assembly | User Experience Design Immersive | Remote | 2022

University of Chicago | DOVA | B.A. with Honors | Chicago, IL | 1995–1999

Fundación José Ortega y Gasset | Spanish Language & Art History

Toledo, Spain | 1998

Columbia College | Magazine Journalism | Chicago, IL | 2003

Skills

User Research, UI Design, Design Thinking, Data Analysis, Workshop Facilitation, Card Sorting, Interviewing, Qualitative & Quantitative Research, Journey Mapping, Prototyping, Wireframing, Information Architecture, Storytelling, Empathy, Communication, Team-Building

Tools

Adobe CS, Figma, Trello, Airtable, Optimal Workshop, Mural, Slack, InVision