

JAMIE FORBES

UX DESIGNER

CONTACT



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jamielforbes.com



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EDUCATION

GOOGLE UX CERTIFICATE

Google / Coursera | 2021-
2022

INDIANA UNIVERSITY

Bloomington, IN | 2005-2008

Majors: Anthropology & English
Minor: Graphic Design

TOOLS+

ADOBE XD

FIGMA

ILLUSTRATOR

PHOTOSHOP

HTML/CSS

SKILLS

VISUAL DESIGN

INTERVIEWING

PERSONAS

BRANDING

PROTTYPING

EXPERIENCE

OWNER / DESIGNER

JAMIE L FORBES DESIGNS | 2017-PRESENT

Freelance design for Baker Hill (fintech) and various small businesses and non-profits. Projects include designing and developing websites for six websites, creating or updating brands for six companies including Baker Hill.

COMMUNICATIONS SPECIALIST

SMALL BUSINESS TECHNOLOGY & DEVELOPMENT
CENTER | 2014-2017

Designed visuals for website. Designed and developed a responsive website using HTML/CSS as a resource for small businesses after Hurricane Matthew. Also, interviewed subjects for the annual report and developed a visual standards for 12 centers.

GRAPHIC DESIGNER

SFL+A Architects | 2012-2014

Wrote, designed and built a responsive website. Created data visualization graphics, designed various proposals and marketing.

GRAPHIC DESIGNER

PATSY AIKEN DESIGNS | 2011-2012

Assisted in managing photo shoots, photographed products and models, designed elements for the website and email campaigns.

RECENT PROJECTS

RESPONSIVE WEBSITE

Helene Foundation | 2020-2022

Interviews to understand the org and user, personas & user journeys, developed site architecture, wireframes, wrote content and sourced images, designed mockups and a prototype, tested on stakeholders with iteration. Final site built in Squarespace.

RESPONSIVE WEBSITE

Kristen Forbes EVE Foundation | 2014

Began with interviewing stakeholders to understand users, developed personas and brand, decided on architecture, wrote content and sourced images, designed wireframes, mockups and a prototype, tested on stakeholders with iteration. Final website built in Wordpress.

RESPONSIVE WEBSITE

American Institute of Architects - Triangle | 2019

Designed, developed and built a 70+ page responsive site in 7 months starting with writing content and sourcing images, defining the architecture, mockups and a prototype, tested on stakeholders with iteration. Final website built in Wordpress

EXPERTISE

ILLUSTRATOR

INDESIGN

PHOTOSHOP

SKETCH

ADOBE XD

HTML/CSS

AFTER EFFECTS

MICROSOFT
OFFICE

GOOGLE SUITE

KEYNOTE

REFERENCES

Martha Dye

DIRECTOR OF MARKETING
BAKER HILL

317.814.1381 | martha.dye@bakerhill.com

Christine Stetkiewicz

MEMBER SERVICES COORDINATOR
AIA TRIANGLE

919-463-0333 | chris@aiatriangle.org

Lisa Ruckdeschel

ASSOCIATE STATE DIRECTOR
SBTDC

919-962-7709 | lruckdeschel@sbtcdc.org

Communications Specialist

SMALL BUSINESS TECHNOLOGY &
DEVELOPMENT CENTER (SBTDC) | 2014-2017

PROJECT MANAGER for all communication strategies including development, implementation, managing the calendar, and working with outside vendors

SOCIAL MEDIA AND CONTENT MARKETING develop and implement a digital strategy for the organization as a whole as well as individual offices to boost awareness, assert the SBTDC as a thought leader and build relationships with key target audiences

BRANDING QC supervise brand awareness across 16 offices and ensure brand standards are being met, develop new and current marketing materials within brand guidelines

PUBLICATIONS manage yearly publications including the annual report and the State of Small Business, update current publications as well as develop new publications

WEB DESIGN create graphics and collaborate on overall design and user experience of the SBTDC website as well as websites for each center and each program

Graphic Designer

Sfl+a ARCHITECTS | 2012-2014

WEBSITE DESIGN designed and developed a website using Wordpress

INFOGRAPHICS redesigned information including charts and lists into graphics which visually explain the information

EDITING edited and wrote copy for proposals and marketing materials

MARKETING developed marketing strategies, networked, and designed marketing materials targeting ideal clients

PROPOSALS worked with architectural staff to determine best design layout and copy for RFQs and RFPs

Graphic Designer

PATSY AIKEN DESIGNS | 2011-2012

PHOTOGRAPHY developed a studio for, designed and photographed products and models; assisted in managing freelance photographers

CATALOG DESIGN assisted in designing catalogs for seasonal children's clothing line

EMAIL CAMPAIGNS designed daily emails for advertising

GRAPHIC TEES designed graphic art for boys crewneck tees

DIRECT MAILERS designed postcards advertising sales or for use by consultants for home-party networking

SOCIAL MEDIA developed a blog and pinterest presence strategy

JAMIE FORBES

RIVIAN

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When I think of Rivian, I think first of adventure; which, at the moment, gives me pause since my last adventure was last week when I jumped on my first skateboard and ended up with a fractured foot and fibula and a high ankle sprain. It won't stop me from continuing to seek out adventure and in six months or so I'll probably be back up on a skateboard. I think that is the spirit of Rivian as well, and working for an innovative and diverse company that is looking to protect the earth for the next generation is something I would love to be a part of.

I have worked primarily as a graphic designer for the last 10 years, focusing on incredible typography, color and composition pieces for both digital and print. In the last four years, however, I have shifted to digital design and branding with a focus on mobile products. I have also found a new love for User Experience and am passionate about having empathy for users to create products that resonate and inspire as well as drive business objectives. I am currently working toward the User Experience Design certificate from Google and look forward to jumping in and getting my hands dirty.

As a designer, I am known for my psychic ability to read minds and run with ambiguity (but sadly, my skills only go as far as deciphering goals and interpreting them into beautiful and functional design). I believe my experience and personality are a perfect fit for your team and I look forward to speaking with you about this opportunity.

Sincerely,

Jamie Forbes