

JERMAINE RICHARDS

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LEAD UI/UX DESIGNER

CUSTOMER TESTING - USER INTERFACE - TECHNOLOGY IMPLEMENTATION

Analytical, highly adaptable professional with strong knowledge of graphic and web design principles, including product production. Proven ability to develop consistent, user-friendly UI/UX interface design.

Solid understanding of user-centered design principles with the capability to resolve complex design issues. Strong conceptualization and visual communication ability with exceptional knowledge of user interface design processes and methodology.

Thrives in collaborative environments, working effectively with business analysts, researchers, communication specialists, engineers, and other designers.

Consistently built positive relationships and fostered synergy across business lines and global units to drive organizational success.

AREAS OF EXPERTISE

Adobe XD

Figma

Sitecore CMS

Qualtrics XM

Product Design

Illustrator CS

Photoshop CS

Medallia CX

Wire Framing

UI/UX Design

Usability Testing

User Research

BENCHMARKS & ACCOLADES

Danaher Diversity & Inclusion Presidents Kaizen | Logo Lounge Master Library | International Web Design Association | Brand Design Volume 6 | Featured How Design Magazine | Best Self Promotion Piece, Merit | Featured in The Press-Enterprise | Lead Kaizen Journey Mapping & Persona's

PROFESSIONAL EXPERIENCES

Beckman Coulter

Dec 2016 – Feb 2025

SR. EXPERIENCE DESIGNER

Lead user research and design initiatives to improve customer engagement and conversion rates.

- Facilitate immersion activities with crucial target customers, such as clinical laboratories, focusing on Clinical Directors, Assistant Chemists, and Chemistry Supervisors. Report back to stakeholders to evaluate findings and action items.
- Create alignment with brand initiatives to unify product design and branding guidelines that increase brand loyalty by 15%.
- Create digital design guidelines and specifications for initiatives such as utilizing web components, promotional sections, and responsive elements throughout the global website.
- Develop mockups, user flows, wireframes, and rapid prototypes to communicate interface and digital designs.
- Collaborate effectively with cross-functional teams, including web developers, product managers, and marketing, to ensure successful product launches and ongoing improvements.
- Conduct in-depth qualitative research, including user interviews, focus groups, and usability testing, to uncover deep insights and unmet needs not surfaced through quantitative analysis.

Samsung Research America

Dec 2014 – Jun 2016

PROFESSIONAL EXPERIENCES (CONT.)

UX/UI DESIGNER

Collaboration with a team of engineers to conceive, develop, and present innovative visual design solutions focused on TV viewership behavior.

- Deliver product design improvements based on research and analysis of consumer behaviors.
- Led the design and development of dynamic brand identity systems, delivering cutting-edge visual solutions that captivated television viewers and enhanced engagement.
- Created wireframes, rapid prototypes, and specifications to enhance the functionality of digital products.
- Designed data visualization for the DMS weekly report and (ACR) Automatic Content Recognition analytic web portal.

Worldwide Technology Group

Jul 2013 – Dec 2014

SENIOR CREATIVE DESIGNER – UX/UI DESIGNER

Translated marketing and business objectives into visual effects solutions by creating innovative wireframes and responsive e-commerce websites.

- Effectively collaborated with the Marketing Manager, Developers, and Content Writers to design creative advertorials and user-focused web portals.
- Created responsive web designs, managed multiple deadlines, and provided quick turnaround on projects.
- Appointed Team Lead Designer responsible for creating user scenarios and personas to analyze and determine user experience and objectives.
- Successfully designed WWTG's primary brand identity and standards and brand identities for internal and external products.
- Provided creative direction on flagship products that adhered to FDA standards and grew brand awareness.

EDUCATION & CERTIFICATIONS

Bachelor of Communication Arts

The Art Institute of Atlanta

Leadership Principles

Harvard University

Insights For Innovation

IDEO

Digital Psychology Specialist

CXL Institute

Human-Centered Design

Acumen/IDEO

Human-Computer Interaction

Interaction Design Foundation

Certified Web Designer

Oglethorpe University, Atlanta, GA