949.306.5473 www.jrichresume.com

OBJECTIVES:

I pour creativity into each project while keeping the user experience purposeful and clear. With extensive experience in UX, Digital Design, and Al integration, I know how to take a project from concept to final delivery.

I hold a Bachelor's in design from the Atlanta College of Art and I am founder of The Branding Lab, member LA User Experience Group, and the International Web Design Association.

GOALS:

My goals are to continue leveraging my UX design expertise within a progressive company that values human-centered innovations and has a mutual vision for creating meaningful user experiences.

As technology evolves, I will stay at the forefront of these changes, especially Al integration in design workflows. Ultimately, my design expertise will serve as a platform to help organizations create digital products & experiences that solve user problems and drive business success.

PROVEN IMPACT

USER ENGAGEMENT	25%
Beckman Coulter - Digital Portal Conversion Rate Increase	
SEARCH OPTIMIZATION	50%
Beckman Coulter - Al-driven Search Solution & Data Retrieval	
RESEARCH VALIDATION	50+
ADML - Successfully Recruited Specialized Participants	
PRODUCT INNOVATION	100%

Samsung TV - Campaign Management Tool Concept to Completion

START

FOUNDATION

Using visual design fundamentals and CX principles, I help companies build successful digital experiences recognized worldwide. These user-centered designs build brand awareness, create positive interactions, and drive customer loyalty.



Lead UI/UX Designer Beckman Coulter Dx. UI/UX Designer Samsung Research America Sr. Creative Designer Worldwide Technology

USER CENTERED DESIGN

Drawing from my visual design foundation, the connection was made. I understood the importance of user needs and focusing on solving real problems became my first priority.



- DESIGN THINKING

My design thinking approach requires team collaboration which unlocks innovative ideas. I empathize, define, ideate, prototype, test, and repeat throughout my process.

AWARDS: Best Self Promotion Piece, Merit Design Works, Featured: Atlanta Tribune Magazine, How Design Magazine, Brand Design Master Library

ACCOLADES: Lead Kaizen Journey Mapping & Persona's, Danaher DE&I President's Kaizen, Int'l. Web Design Association, Founder: The Branding Lab **MENTORSHIP:** Helping others to learn the importance of great design is paramount. That's why I founded **The Branding Lab** meetup group and joined **ADPList** to mentor creatives globally.

CREATIVITY: I learned to apply this methodology into my process. Capturing ALL ideas from your team as well as stakeholders early in the process leads to innovative ideas.



Whom do you consider your mentors?

Creative from the Start

Born and raised in St. Thomas U.S. Virgin Islands, creativity has always been part of my childhood. My high school art teacher Ms. Francis Rutnick recognized my talent and became my mentor, encouraging me to apply to Atlanta College of Art.

During my first year, I gravitated towards graphic design for its mixed media possibilities. My graphic design instructor Peter Wong became another pivotal mentor, helping refine my technical skills and design thinking approach.



EDUCATION

What educational status have you achieved thus far?

I hold a Bachelor's Degreeof Design from Atlanta College of Art.

Additional Achievements:

Generative Al Productivity Leadership Principles Insights For Innovation Digital Psychology Specialist Human-Centered Design **Human-Computer Interaction**

Microsoft **Harvard University** IDEO **CXL** Institute Acumen/IDEO **IDF - Interaction Design Foundation**



INDUSTRY EXPERIENCE

What specific industries have you worked in during your career?

I've had the pleasure to work within numerous industries. These industries include Healthcare, Consumer Electronics, Corporate Travel, Marketing Agencies, and Hospitality.

I have developed and assisted in numerous brand marketing and design projects which have gained results and increased company revenue.