JACEE BROWN

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Hi there! I'm Jacee, and I'm a UX designer. I've spent most of my career in platform and enterprise-level UX, and I enjoy solving messy design problems. (I enjoy plants too.)

My credo: design should forever be borne from compassion and true understanding of those we're designing for, and its primary function is to help people thrive.

EXPERIENCE

Benefitfocus
Charleston, SC
2019 - present

Principal User Experience Designer
Team leadership | UX advocacy & evangelism | Enterprise UX & UI design | UX strategy
UX research | Interdisciplinary collaboration and alignment

My team is responsible for the end-to-end UX across the Benefitfocus platform, which serves as the benefits enrollment and management vehicle for 1 in 12 Americans. I'm charged with stewarding a UX-centered culture and creating joyful, effective experiences for all our 24M+ users. This encompasses mentorship of UX team members; developing, implementing, and scaling UX practices and strategies throughout the company; and working collaboratively with product and engineering to yield roadmap deliverables that align to larger business strategy while remaining user-focused. Notable activities:

- Development and maintainance of Benefitfocus' design system, including UX standards, design patterns, icon libraries, and interaction paradigms that are used by UX design team throughout all new product and feature developments.

- Define and deploy repeatable, scalable UX design processes that track along the larger SDLC timeline. This includes standard UX/UI deliverables that ensure the UX team is consistently providing key assets needed for development, along with maintaining UX and UI alignment across products and features.

- Created a multi-channel UX education and advocacy program to infuse user-centered UX practices and concepts throughout all departments at Benefitfocus.

- Oversight of enterprise UX strategy and creation of Benefitfocus' "user promises." These are tracked using our proprietary UX score, built with our UX research team to facilitate scalable, numeric UX evaluation of workflows, features, or whole products.

- Delivery of comprehensive, research-backed UX design artifacts for features and products throughout the Benefitfocus platform, via sole contributorship or through direction and mentorship of junior designers.

2017 - 2019

Founder and Chair, Benefitfocus Women's Collective

2015 - 2018

User Experience Design Lead
Team leadership | UX advocacy & evangelism | UX & UI design | UX strategy | UX research

Plaine Studios
Charleston, SC and
New Orleans, LA
2005 - 2020

Chief Design Officer and Creative Director
Brand development | UX & UI design | Identity & print design | UX strategy | UX research
Site development | Content strategy | Information architecture | Social media strategy

With Plaine Studios, I built the brands of myriad companies and agencies, from educational nonprofits, restaurants, and real estate to government-run economic development engines. My role in our boutique agency included all aspects of creative direction, design, UX and UI work, front end development, and social media strategy. After 15 years of happy clients, $1.5M+ in revenue, multiple awards, and getting our work published in 2 books, my husband and I decided to close up shop to reclaim our nights and weekends.

College of Charleston
Charleston, SC
2013 - 2015

Web Strategy Manager 2013 - 2015
UX strategy | UX research | UX & UI design | Visual design | Site development
Content strategy | Information architecture | Social media strategy | Project management

My primary objective at CofC was simple: change the way people behave online, namely in the way of giving back to and engaging with their alma mater. Responsibilities included implementing UX research, strategy and design across all digital channels; communication and content strategy + analysis; and design + development of all fundraising- and alumni-focused websites for the alumni, donor and volunteer personas.

- Redesigned and redeveloped all digital experiences under my purview, leading to a 3X increase in total dollars raised online and 2X increase in new online donors YoY. Donation form conversions were double that of our industry peers.

- Integration of UX design and research practices into larger advancement strategy led to completion of the College's first-ever usability study, and a formal installation of re-porting/analytics feedback loops. This led to benchmarking and ongoing analysis of key UX metrics across our various channels (referencing Google analytics, email analytics, fundraising data, and social media analytics) that helped measure the effectiveness of our experiences and guide enhancements.

Loyola University New Orleans
New Orleans, LA
2008 - 2013

Director, Web and Interactive Communications, 2008 - 2013
Team leadership | UX strategy | Product strategy | UX research | UX & UI design/direction
Visual design/direction | Site development | Application development | Technical direction
Content strategy | Information architecture | Social media strategy | Project management

Overall mission: to raise the profile of the university as the premiere destination for social justice education and learning "how" to think, not "what" to think. Responsible for all digital experiences and products for the diverse range of personas in Loyola's nonprofit higher ed space. Led and managed a cross-disciplinary team of 8 whose core functions included UX research, UX design, product management, content and social strategy, and engineering.

- Crafted and executed a comprehensive, user-centered product and UX vision for the university's end-to-end digital experiences, spanning its websites, applications, and external marketing channels.

- Fostered alignment with creation of multi-year product roadmap, yielding predictable outcomes and deliverables for stakeholders, and included clear documentation, reviews, and timelines.

- Development and implementation of university's first comprehensive design system, in-cluding UX standards, design patterns, interaction paradigms, and voice and tone guide.

- Repeatable, scalable UX research and design processes defined and deployed, and included in larger roadmap timelines.

- Created and maintained outreach program that handled ongoing education and devel-opment of 150 content editors across campus.

- Successful migration of 180+ major sites and applications to new technical architectural stack and design system.

- Grew team from 3 to 8 members in 4 years, and took average annual project comple-tion rate from 150 to 1200.

2006 - 2008

Senior Designer / Design Lead
Team leadership | UX & UI design | Visual design | UX strategy | UX research

2004 - 2006

Web Designer
UX & UI design | Visual design | UX strategy | UX research

EDUCATION

The University of Southern Mississippi
B.F.A. Design Communication,
B.A. Sociology
Presidential Scholar,
Liberace Scholar

IDEO
Design Thinking Certification
2019

Agile Certified
2018

CORE COMPETENCIES

- Interdisciplinary collaboration and alignment
- Enterprise UX and UI design
- UX advocacy and evangelism
- UX strategy and analysis
- Building & managing creative teams
- UX research fundamentals
- Systems thinking
- Lean UX methods
- Responsive design
- Web- and native app-based software design
- High- and low-fidelity rapid prototyping and wireframing

- Storyboarding and personas
- Journey and experience mapping
- Empathy mapping
- Information architecture
- Multichannel creative direction, design and implementation
- UX outcome-focused quantitative analytics and reporting
- Basic front-end dev (CSS/HTML/JS)
- Social media and online strategy
- Section 508 compliance
- Agile product development
- Triad- (product/UX/engineering) and Quad-style (product/UX/engineering/marketing) SDLC and roadmap leadership

TOOLS TO DO THE JOB

All the time

- Sketch
- Invision
- Figma
- Adobe Creative suite
- Microsoft Office suite
- Teams
- Zoom
- JIRA
- Confluence

Some of the time

- Protopie
- UserZoom
- Feedback Loop
- Google analytics
- Heap analytics
- CSS, Less, Sass, HTML, JS