Jaimie Yakaboski

Product Design | User Experience Research

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I am a five year veteran in Product Design and User Experience. I started as Independence Blue Cross' first full-time UX Designer, helped grow the UX Team and its capabilities, then transitioned to the Innovation Team to expand my use of design thinking processes throughout the organization. I am seeking opportunities to solve complex problems with creative solutions grounded in research and data.

Experience

Independence Blue Cross

September 2018 - Present / Philadelphia, PA

Senior Innovation Consultant
January 2023 - Present
- Create and execute project plans to establish a shared understanding of the client's problem and the roles of both the client and the Innovation Team
- Enable internal and external clients via Innovation Sessions, coaching clients through the Design Thinking process to promote collaborative and effective problem solving

Senior User Experience Designer
May 2022 - January 2023
- Managed and mentored two junior designers in UX Research, developer collaboration, and organizational practices
- Conducted research and strategy for re-design of customer facing portal to bring existing product up to current technical and design standards and ensure users can easily access and manage all aspects of their health insurance
- Partnered with stakeholders departments to create high-level research plan and roadmap and trained team in UXR methodology
- Standardized UX processes and templates to increase efficiency in research design

Interim Co-Manager
June 2021 - February 2022
- Managed work assignments for a team of six across three separate projects
- Fostered a safe and open space for employees to discuss projects and team changes
- Conducted interviews to hire full-time manager and junior level designers

User Experience Designer
September 2018 - April 2022
- Designed new Customer Service software for agents to streamline and simplify access to members' insurance information
  - Introduced and implemented usability testing in product development process
  - Established Design System and Component Library

Certifications

Foundations of Humane Technology

Center for Humane Technology | October 2023

Advanced Design Thinking

IDEO U | August 2023

Visual Thinking for Human-Centered Design

Visual Academy | May 2021

Skills

Design
User flows
Concept sketches
Experience mapping
Wireframes
Prototypes
Product Strategy
Workshop facilitation

Research
Usability testing
A/B Testing
User interviews
Surveys
Heuristic evaluations
Tree testing
Card sorts
Competitive analysis
Journey mapping

Tools

Figma
Mural
UserTesting
Optimal Workshop
PowerPoint

Education

BA, Public Relations,
Rowan University
2015

About Me

🏳️ ERG Leader
⚽ Soccer Player
🐱 Cat Parent