

Jaimie Yakaboski

Product Design | User Experience Research

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I am a six 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 - November 2024 / Philadelphia, PA

Senior Innovation Consultant

January 2023 - November 2024

- Created and oversaw intake process for Gen AI ideas
 - Conducted interviews on ideas to gain full understanding of problems to ensure the proper solution was recommended to Gen AI ethics council on their decision
- Conducted user feedback sessions for Copilot pilot program
 - Increased Copilot usage by 175% over a 6 month period
 - Created FAQ website with tutorials on common Copilot actions based on feedback
- Enabled 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
- Partnered with stakeholder departments to create a research plan and trained stakeholders 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

User Experience Designer

September 2018 - April 2022

- Designed new Customer Service software to streamline agents' 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