

Jamie Giannini

Experienced B2C/B2B product designer, content developer

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EXPERIENCE

HealthMine, Dallas — *UX Designer*

March 2018 - PRESENT

Conduct user interviews, define information architecture, interaction design, and visual design with low and high fidelity mockups to improve member health.

HealthMine, Dallas — *Digital Engagement Manager*

June 2017 - February 2018

Developed digital content and managed communication channels to drive acquisition, engagement, and retention.

HealthMine, Dallas — *Product Manager*

April 2016 - June 2017

Planned and wrote requirements for new product features, led member experience scrum team in PO role, monthly presentations to CEO and executive management team, led product demos, designed and executed A/B tests to optimize user flows, and analyzed data to identify new opportunities.

Match.com, Dallas — *Product Manager*

January 2014 - April 2016

Defined and developed product ideas, requirements, and wireframes for new features related to member registration and onboarding. Presented findings to executive team, pitched new features, and served in PO role on scrum team.

EDUCATION

Southern Methodist University, Dallas — *Master's Degree, Interactive Technology*

2010 - 2012

Point Loma Nazarene University, San Diego — *Bachelor of Arts, Journalism*

2004 - 2008

News Editor for *The Point Weekly* university newspaper

SKILLS & SOFTWARE

UX/UI Design
Interaction Design
Sketch / Adobe suite
Axure
InVision
Email Design
Prototyping
Product Management
Digital Marketing
Agile Development
HTML / CSS
Principle
Salesforce Marketing Cloud
MailChimp

CERTIFICATIONS

Google Analytics Certified
Google AdWords Certified
Digital Marketing Certificate, General Assembly
Pragmatic Marketing Certified, PMC-III

MEMBERSHIPS

American Institute of Graphic Arts (AIGA), Interaction Design Foundation