

JAIME GOFF

UX DESIGNER

I am a UX Designer by way of customer experience and data-driven healthcare. My background in teaching and caring for others has crafted an approach focused on listening to complicated situations with empathy and designing thoughtfully.

CONTACT

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 jgdesign.me

SKILLS //

Interaction Design

Service Design

User Research

Usability Testing

Empathy Mapping

Persona Development

Information Architecture

User + Task Flows

Wireframing

Prototyping

Affinity Diagramming

Web Development

TOOLS //

Sketch

Axure

InVision

Balsamiq

Zeplin

AWARDS

Eastern Foundry HackFest

Winning Team, April 2019

uxdesign.cc

[UX Contributor](#)

RELEVANT EXPERIENCE

USER EXPERIENCE DESIGNER

General Assembly Immersive | Washington, DC | December 2018-February 2019

Completed 400+ hour UX training and designed **4 client projects**, including:

- [DC.gov](#): Designed and tested "Empower DC", a product that helps residents easily enroll in government services they need. Provided personas and journey maps based on 83 survey responses and 19 user interviews of Ward 8 residents.
- [Theta Foundation](#): Managed a service design project to increase young alumnae engagement for an organization supporting 200,000+ women. Designed a mobile application, "Theta Connect" to incentivize millennial event attendance. Conducted usability tests on multiple current engagement tasks and provided redesign web page mockups around pain points. Delivered journey maps and personas based on 40 user interviews.
- [SweetFleet](#): Produced a personalized web product for millennial women to give customized gifts. Conducted a competitive analysis of 10 indirect and direct competitors on 15 features. Used task analysis, rapid ideation, and usability testing to create a product for a new startup. Successfully handed off to developers for a future live project.
- [TripTribe](#): Created a mobile app, "GeoPix" for users to have access to the best photo places on trips. Used rapid prototyping, user interviews, affinity diagramming, empathy mapping, story boarding, user flows, wire flows and paper prototyping to design a product for a growing travel and tourism business.

GROW WITH GOOGLE SCHOLAR

Udacity | Front End Development | March 2018-December 2018

- Selected top 10% of 15,000-student cohort to receive a full Grow with Google Scholarship
- Used HTML, CSS, and JavaScript to create [Memory Game](#), [Pixel Art Maker](#), and [Animal Trading Card](#)

ADDITIONAL EXPERIENCE

SOCIAL SKILLS COORDINATOR + OFFICE ADMINISTRATOR

Optimal Beginnings | Bethesda, MD | August 2017 – March 2018

- Mapped social skills program flow and made recommendations that resulted in 50% enrollment increase
- Managed all new client onboarding and provided administrative support for 200+ clients
- Created curriculum, taught, and coordinated 3 weekly social skills groups of 8 children each

BEHAVIORAL INTERVENTIONIST

Private Family | Newport Beach, CA | June 2014 – February 2017

- Delivered 1:1 therapy to a child with severe autism and produced data-driven behavioral reports
- Recommended weekly education programs based on industry heuristics as well as qualitative and quantitative research

EDUCATION

USER EXPERIENCE DESIGN IMMERSIVE

General Assembly / 2018 - 2019

BACHELOR OF ARTS

Vanguard University of Southern California / 2013-2017

Theology with an emphasis in Leadership Studies, *summa cum laude*: 3.91 GPA

basketball scholarship, captain / 2014-2017