




# J A I M E G O F F

## UX DESIGNER

User Experience Designer with a focus on design thinking, systems led design, and strategy. Uses research, facilitation, and storytelling to better understand and communicate complex problems. A thoughtful educator who helps partners and clients center around user needs to design sustainable solutions. Savvy technology advocate who is willing to learn and implement new tools with purpose in order to meet unique project needs.

## CONTACT

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## SKILLS //

User Research  
Design Thinking  
Systems Thinking  
Facilitation  
Human-Centered Data Design  
Interaction Design  
Service Design  
Product Design

## AWARDS

ICF You Matter, Silver Award, 2020  
Changemaker Nominee, 2020  
Eastern Foundry HackFest  
Winning Team, April 2019

## COMMUNITY

[Design + Donuts Meetup](#)  
Founder, 753 members  
[UX Collective Publication](#)  
Featured Contributor

## EXPERIENCE

### UX STRATEGIST

ICF Next | Fairfax, VA | April 2019-Present

Partner with Fortune 500 healthcare companies and various government enterprise-wide modernization efforts to facilitate and guide transformation while establishing sustainable design practices for the organization as a whole.

- Design artifacts based on user research; including key takeaways, insights, personas, system intervention maps, journey maps, and key next steps.
- Educate and coach clients on user experience methods and best practices.
- Facilitate and deliver project planning for multiple initiatives while advocating for end-user needs and business requirements.
- Use systems and design thinking methodology to understand problem spaces holistically and design interventions around key leverage points for sustainable solutions.
- Leverage data modeling techniques to design coherent products and services taking into consideration peoples' relationship with the data they use.
- Serve as a liaison and moderator between delivery owners, product managers, agile coaches, scrum masters, developers, data architects, and content designers to achieve consensus and buy-in around project goals and requirements.
- Create prototypes and visual presentations on various mediums to communicate the design process as well as user needs and use cases with stakeholders.

### 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.

### CUSTOMER EXPERIENCE SPECIALIST + PROGRAM FACILITATOR

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

- Mapped social skills program flow and made recommendations that resulted in 50% enrollment increase
- 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 interventions 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

### GROW WITH GOOGLE SCHOLAR

Udacity / Front End Development / March 2018-December 2018

### BACHELOR OF ARTS

Vanguard University of Southern California / Leadership Studies/ 2013-2017, *summa cum laude*