

Jaimie Yakaboski

Product Design | User Experience Research

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- Seven years experience in Product Design and UX Design with three years specialized experience in UX Research
- Self motivated, driven by strategic and tactical initiatives, and excels at creating cross-functional relationships and culture
- Seeking opportunities to solve complex problems with creative solutions grounded in research and data

Experience

Senior UX Researcher + Strategist, Independence Blue Cross

Official Title: Senior Innovation Consultant

January 2023 – November 2024

- Conducted interviews and performed extensive research to identify Generative AI projects that were feasible and beneficial for the organization
- Conducted user feedback sessions for Microsoft 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
- Coached internal and external clients via Innovation Sessions to teach the Design Thinking process which promotes collaborative and effective problem solving

Senior User Experience Designer, Independence Blue Cross

May 2022 – January 2023

- Conducted research and strategy for mobile and desktop re-design of the Member Portal which averaged 220k monthly sessions
 - Led strategy sessions with stakeholders and designers to align UX and Business goals for project
 - Performed competitive analyses, user and stakeholder interviews, and usability testing for the Member Portal and individual features, leading to the improvement of the Benefits, Claims, and Health Tracking pages
- Created standardized UX processes and templates to increase efficiency in UX research and overall product design process
 - Partnered with stakeholder departments to create a research plan and trained stakeholders in UXR methodology to ensure research consistency across the organization
- Managed and mentored two junior designers in UX Research, developer collaboration, and organizational practices

User Experience Designer, Independence Blue Cross

September 2018 – April 2022

- Designed new Customer Service software, DASH, to streamline agents' access to members' insurance information to ensure timely and accurate assistance to 3.5 million members
- Introduced and implemented user research and usability testing in the product development process leveraging in-house Customer Service Agents
- Established Design System and Component Library with 50+ components
 - Partnered with DASH Lead Developer to create matching developed component library
- Managed work for a team of six across three separate projects from 6/2021 – 2/2022

Education and Certifications

Advanced Strategic UX Research Certificate

Center Centre | April 2025

Foundations of Humane Technology Certificate

Center for Humane Technology | October 2023

BA, Public Relations

Rowan University | 2015

Skills

Research

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

Design

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

Tools

Figma
Mural
UserTesting
Optimal Workshop
Notion
PowerPoint

About Me

🚩 ERG Leader
⚽ Soccer Coach
🐱 Cat Parent