

Jaimie Yakaboski

Product Design | User Experience Research

jaimieyakaboski@gmail.com jaimieyakaboski.com

- 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