

Keith Jones

Senior UX Researcher & UI/UX Designer

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PROFESSIONAL SUMMARY:

I am a dedicated Senior UI/UX Designer and Researcher with over 14 years of experience in creating user-friendly designs and conducting in-depth research. My focus is on human-centered design and digital transformation, particularly in complex B2B and SaaS environments. I excel at connecting intricate backend systems—like those at UnitedHealth Group—with intuitive, user-friendly interfaces that enhance the overall user experience.

I am passionate about leveraging AI in design and research. By utilizing Large Language Models (LLMs), I can speed up research synthesis, personal development, and rapid prototyping. My integration of Figma's Generative AI into my workflow allows me to create experiences that anticipate user needs and improve internal tools for associates.

With a solid foundation in both design and front-end development, I can ensure that the complexities of LLMs are transformed into seamless, visually appealing, and highly functional products. I thrive in Agile environments, leading cross-functional teams to turn abstract AI concepts into tangible product outcomes.

CORE ACHIEVEMENTS:

- **AI-Driven Research Synthesis:** I developed a workflow that uses LLMs to turn qualitative behavioral data and interview transcripts into actionable journey maps and hypotheses, cutting analysis time by 40%.
- **Enterprise UI Engineering:** I led the design of the Implementation Configuration Engine for UnitedHealth Group, managing complex data structures for the largest healthcare provider in the nation.
- **Rapid Prototyping Innovation:** I successfully integrated Figma Generative AI and advanced prototyping tools to deliver high-fidelity solutions for both mobile and desktop platforms for clients like Storage Treasures and Blue Cross Blue Shield.
- **Hybrid Technical Expertise:** My unique ability to translate visual concepts into optimized code (HTML/CSS/JS/Bootstrap) ensures that design integrity is maintained across global product launches.

TECHNICAL SUMMARY:

- **AI & LLM Integration:** Expertise in LLM-augmented UX research, AI-assisted microcopy and persona generation, Figma Generative AI, prompt engineering for design exploration, and AI-driven usability validation.
- **UX Research & Strategy:** Proficient in customer journey mapping, service design blueprints, qualitative interviews, A/B testing, competitive analysis, behavioral data synthesis, and information architecture.
- **Design & Prototyping:** Skilled in Figma, Generative AI (ChatGPT), Adobe Creative Suite, Adobe XD, Sketch, InVision, Axure (for interactive prototypes), Miro (for collaboration), and Aha! (for product development).
- **Tools & Platforms:** Experienced with Figma, Miro, Axure, InVision, Salesforce CMS, Jira, Confluence, Adobe Creative Suite, and coding languages like HTML5/CSS3 and JavaScript.

EDUCATION:

The Ohio State University

Bachelor of Fine Arts, Graphic Design

Columbus, USA

Certificate: Using AI for UX and Research (Expected July 01, 2025)

PROFESSIONAL EXPERIENCE:

Product Design Consultant – Part-time | ‘OleOle’ Soccer Social Network

August 2025 – Present

- I translate complex business and technical requirements into user-friendly design solutions.
- I lead the design process from research and usability testing to creating high-fidelity prototypes.
- Conducting UX research, usability testing, and user interviews helps me make data-driven design decisions that enhance user experience.
- I utilize AI-assisted research tools and Figma to speed up ideation and prototyping.
- Collaborating with product managers and engineers allows me to refine product requirements and design scalable solutions.
- I support product teams in improving user flows, dashboards, and data-heavy interfaces.

Senior UI/UX Designer | Wipro Technologies / Optum / UnitedHealth Group

June 2023 – July 2025

- I engineered the interface for the Implementation Configuration Engine, managing complex data workflows for internal healthcare operations.
- I utilized Generative AI to map agent behaviors, identifying opportunities for AI to anticipate configuration errors before they occurred.
- Leveraging Figma AI and the Optum design system, I developed high-fidelity interfaces for both desktop and mobile platforms.
- Collaborating closely with developers ensured that design implementation was pixel-perfect and aligned with the visual identity.

Senior UI/UX Designer | Storage Treasures

January 2023 – May 2023

- I designed the mobile UI for the Storage Treasures Auction App using Figma.
- By analyzing user friction points in auction bidding with LLMs, I generated hypotheses that led to a smoother payment experience.
- I applied customer journey mapping to outline steps for scheduling bids and processing payments.
- My work involved translating requirements into user flows, wireframes, and interactive prototypes for both Android and iOS platforms.

Senior UI/UX Designer | Fresenius Medical Care

October 2021 – January 2023

- I streamlined application processes using the Salesforce Content Management design system for complex medical data.
- I developed high-fidelity prototypes tailored for front-end developers using Figma.
- My contributions included user process engineering for digital products while adhering to strict healthcare regulations and compliance requirements.

Senior Lead UI/UX Designer | Blue Cross Blue Shield

August 2021 – October 2021

- I pioneered the digital membership card process for the BCBS website, enhancing accessibility for members.
- I created interactive prototypes using Adobe XD and Figma to improve user interaction and engagement.
- Working in an Agile environment, I utilized Jira and Confluence for documentation and sprint management.

Lead UI/UX Designer | ProSearch Strategies

January 2017 – August 2021

- I designed the ProSearch eDiscovery chat and filter interface application, a B2B service for corporations and law firms.
- I developed the information architecture needed for users to interact with large legal datasets through natural language/chat interfaces.
- My work included producing comprehensive site maps, wireframes, and visual design templates using Sketch and InVision.

Senior UI/UX Developer | Azubu E-Sports

September 2014 – November 2016

- I transformed visual designs into optimized code, ensuring seamless website integration.
- I employed HTML5, JavaScript, Angular, and CSS to achieve responsive design implementations.

Senior Web Developer | Multiquip Inc.

April 2011 – August 2014

- I designed and built a service operations website using HTML, Bootstrap, PHP, and Ajax.
- I maintained and updated customer websites within a cloud computing environment.