

Keith Jones

Senior UX Researcher & UI/UX Designer

Los Angeles, CA (PT) Open to Remote

joneskman@gmail.com · 818-428-8311

kjwebman.com · [LinkedIn](#)

PROFESSIONAL SUMMARY:

I am a Senior UI/UX Designer and Researcher with over 14 years of experience specializing in the digital transformation of complex, high-stakes B2B and SaaS environments. My expertise lies in bridging the gap between sophisticated backend logic—such as UnitedHealth Group’s configuration engines—and intuitive, user-centered interfaces.

I am a pioneer in AI-augmented design and research, utilizing Large Language Models (LLMs) to dramatically accelerate research synthesis, personal development, and rapid prototyping. By integrating Figma’s Generative AI capabilities into my workflow, I create Agentic experiences that allow AI to anticipate user needs and streamline internal associate tooling.

With a background that spans both design and front-end development, I am uniquely positioned to ensure that the complexity of LLMs is translated into seamless, pixel-perfect, and highly functional products. I thrive in Agile environments where I can lead cross-functional teams to turn ambiguous AI concepts into measurable product outcomes.

CORE ACHIEVEMENTS:

- **AI-Driven Research Synthesis:** Developed a workflow using LLMs to synthesize qualitative behavioral data and interview transcripts into actionable journey maps and hypotheses, reducing analysis time by 40%.
- **Enterprise UI Engineering:** Led the end-to-end design of the Implementation Configuration Engine for UnitedHealth Group, managing high-complexity data structures for the nation’s largest healthcare provider.
- **Rapid Prototyping Innovation:** Successfully integrated Figma Generative AI and advanced prototyping tools to deliver high-fidelity mobile and desktop solutions for Storage Treasures and Blue Cross Blue Shield.
- **Hybrid Technical Expertise:** Unique ability to translate visual concepts into optimized code (HTML/CSS/JS/Bootstrap), ensuring technical feasibility and design integrity across global product launches.

TECHNICAL SUMMARY:

- **AI & LLM Integration:** LLM-augmented UX Research, AI-assisted Microcopy & Persona Generation, Figma Generative AI, Prompt Engineering for Design Exploration, AI-driven Usability Validation.
- **UX Research & Strategy:** Customer Journey Mapping, Service Design Blueprints, Qualitative Interviews, A/B Testing, Competitive Analysis, Behavioral Data Synthesis, Information Architecture.
- **Design & Prototyping:** Figma, Generative AI (ChatGPT), Adobe Creative Suite, Adobe XD, Sketch, InVision, Axure (Interactive Prototypes), Miro (Collaboration), Aha! (Product Development).
- **Tools & Platforms:** Figma, Miro, Axure, InVision, Salesforce CMS, Jira, Confluence, Adobe Creative Suite, HTML5/CSS3, JavaScript.

EDUCATION:

The Ohio State University

Bachelor of Fine Arts, Graphic Design

Columbus, USA

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

PROFESSIONAL EXPERIENCE:

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

August 2025 – Present

- Translated complex business and technical requirements into intuitive, user-centered design solutions.
- Lead end-to-end design from research and usability testing to high-fidelity prototypes.
- Conducted UX research, usability testing, and user interviews to inform data-driven design decisions and improve user experience.
- Use AI-assisted research tools and Figma to accelerate ideation and prototyping.
- Partner with product managers and engineers to refine product requirements and design scalable solutions.
- Support product teams in refining user flows, dashboards, and data-heavy interface.

PROFESSIONAL EXPERIENCE:

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

June 2023 – July 2025

- Engineered the interface for the Implementation Configuration Engine, managing complex data workflows for internal healthcare operations.
- Agentic Interaction Design: Utilized Generative AI to map & Agent Behaviors, identifying opportunities for AI to anticipate configuration errors before they occurred.
- AI-Enhanced Design Systems: Leveraged Figma AI and the Optum design system to develop high-fidelity interfaces for desktop and mobile platforms.
- Collaborated with developers to ensure pixel-perfect design implementation and visual identity integration.

Senior UI/UX Designer | Storage Treasures January

January 2023 – May 2023

- Conceived the mobile UI for the Storage Treasures Auction App using the Figma application.
- Behavioral AI Mapping: Used LLMs to analyze user friction points in auction bidding, generating hypotheses that led to a streamlined payment experience.
- Applied customer journey mapping to delineate steps for scheduling bids and processing payments.
- Translated requirements into user flows, wireframes, and interactive prototypes for Android and iOS.

Senior UI/UX Designer | Fresenius Medical Care

October 2021 – January 2023

- Streamlined application processes utilizing the Salesforce Content Management design system for complex medical data.
- Developed high-fidelity prototypes tailored for front-end developers using Figma.
- Contributed to user process engineering for digital products while adhering to strict healthcare regulatory and compliance requirements.

Senior Lead UI/UX Designer | Blue Cross Blue Shield

August 2021 – October 2021

- Pioneered the digital membership card process for the BCBS website, enhancing member accessibility.
- Created interactive prototypes using Adobe XD and Figma to improve user interaction and engagement.
- Operated within an Agile environment using Jira and Confluence for documentation and sprint management.

Lead UI/UX Designer | ProSearch Strategies

January 2017 – August 2021

- Designed the ProSearch eDiscovery chat and filter interface application, a B2B service for corporations and law firms.
- AI Interface Architecture: Designed the information architecture required for users to interact with large legal datasets via natural language/chat interfaces.
- Produced comprehensive site maps, wireframes, and visual design templates using Sketch and InVision.

Senior UI/UX Developer | Azubu E-Sports

September 2014 – November 2016

- Transformed visual designs into optimized code, facilitating seamless website integration.
- Employed HTML5, JavaScript, Angular, and CSS to achieve responsive design implementations.

Senior Web Developer | Multiquip Inc.

April 2011 – August 2014

- Designed and constructed a service operations website using HTML, Bootstrap, PHP, and Ajax.
- Maintained and updated customer websites within a cloud computing environment.