



# Yasmin Grimes

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## SUMMARY

Accomplished Principal Product Designer with over 10 years of experience leading design initiatives in high-growth tech environments. Expert at creating user-centric solutions that transform complex workflows into seamless experiences. Proven track record collaborating with executive teams to define product strategies and drive innovation. Passionate about leveraging agentic AI to enhance user interactions and operational efficiency, striving to produce designs that resonate both practically and emotionally. Committed to fostering an environment where creativity exceeds expectations while ensuring designs meet strict usability standards.

## EXPERIENCE

**Principal Product Designer** January 2022 - Present  
Innovatech Solutions *Chicago, IL*

Lead design efforts at Innovatech Solutions, a prominent tech company specializing in AI solutions, by aligning strategic vision with user-driven requirements.

- Spearheaded comprehensive redesigns improved user engagement through targeted stakeholder research and testing.
- Collaborated closely with cross-functional teams to refine our product strategy, increasing user satisfaction scores significantly.
- Invented new interaction patterns for AI platforms, enhancing user trust and streamlining automated processes.
- Facilitated workshops within the design team, promoting innovative thinking and encouraging participation in problem-solving.
- Mentored upcoming designers, sharing knowledge on best practices and guiding their professional journeys.
- Streamlined design documentation to improve interdepartmental communication between design, engineering, and product units.

**Senior UX Designer** June 2017 - December 2021  
Techwave Industries *New York, NY*

Drove UX design initiatives as part of a senior design team focused on enterprise-level software solutions.

- Designed advanced enterprise software that addressed different user personas and enhanced client operational workflows.
- Led extensive user research that informed critical design decisions, significantly improving product usability.
- Implemented feedback loops between users and development, ensuring continuous enhancement throughout the product lifecycle.
- Conducted testing sessions exposing user pain points that were addressed, reducing user errors considerably.
- Partnered with various departments aligning firm objectives with user insights, driving the success of product launches.
- Advocated for design accessibility, enriching inclusivity across all users' product experiences.

**Product Designer** March 2014 - May 2017  
Creative Innovations *Los Angeles, CA*

Contributed to the design of intuitive mobile applications, focusing on enhancing user experience and stakeholder engagement.

- Developed engaging interface designs that optimized navigation and promoted user retention rates.
- Collaborated with key stakeholders for requirement gathering that led to outcomes meeting business expectations.
- Created interactive prototypes using tools like Figma, essential for shaping user testing and iterations prior to development.
- Standardized UI components through effective design systems, facilitating consistency and efficiency.
- Analyzed usage data contributing significantly to enhancements in app performance and user journey mapping.
- Worked collaboratively with marketing teams ensuring cohesive digital branding alignments.

## LEADERSHIP & AWARDS

- Received the Innovation Award from Techwave Industries for driving exceptional improvements in UX design.
- Recognized as Employee of the Year for outstanding contributions towards developing user-centric design solutions.

## EDUCATION

**Bachelor of Fine Arts in Graphic Design** 2013  
University of Illinois GPA: 3.8 *Champaign, IL*

**Coursework:** UX/UI Design, Digital Media, Human-Centered Design, Interaction Principles

## CERTIFICATIONS

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- Certified Usability Analyst (CUA) 📅 2016
- UX Design Certificate from Coursera 📅 2020

## TECHNICAL SKILLS

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- **Design Tools:** Figma, InVision, Sketch
- **Research Methods:** Qualitative Research, Surveys, Usability Testing
- **Design Processes:** Design Thinking, User-Centered Design, Agile Workflow
- **Prototyping Tools:** Adobe XD, Axure, Framer
- **Testing Frameworks:** A/B Testing, Card Sorting, Heuristic Evaluation
- **AI Interfaces:** Natural Language Processing, Conversational AI, Machine Learning Integration
- **Project Management Tools:** JIRA, Trello, Asana
- **Branding Strategies:** Brand Guidelines, Logo Design, Visual Identity
- **Collaboration Platforms:** Slack, Microsoft Teams, Google Workspace
- **Accessibility Standards:** WCAG Compliance, Screen Reader Testing, Inclusive Design Principles

## SKILLS

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- User Experience Design
- Design Thinking
- InVision
- Wireframing
- Interaction Design
- Agile Methodologies
- Usability Testing
- Design Systems
- Prototyping
- Figma
- Team Collaboration
- User Research
- Sketch
- Mobile App Design

## PROFESSIONAL AFFILIATIONS

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- Member of the Interaction Design Association (IxDA), participating in workshops and discussions.
- Volunteer at local non-profit organizations focusing on technology's role in education.

## LANGUAGES

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- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST