

# JAMIE ESHLEMAN

## UX / UI & PRODUCT DESIGN

### CONTACT

📞 707-303-6176

✉ [jamie.t.eshleman@gmail.com](mailto:jamie.t.eshleman@gmail.com)

📄 [www.jamieeshleman.com](http://www.jamieeshleman.com)

🌐 [www.linkedin.com/in/jamieeshleman](https://www.linkedin.com/in/jamieeshleman)

### PROFILE

Collaborative, innovative, detail-oriented designer with 15 years of creative marketing & research experience and a passion for designing unique solutions and delivering innovative brand experiences

### EDUCATION

#### UX/UI CERTIFICATION

DesignLab  
2021 - 2022

#### MBA / MASTER OF INTERNATIONAL BUSINESS

San Francisco State University /  
University of Nice Sophia Antipolis  
2011 - 2013

#### BACHELOR OF SCIENCE

Marketing  
Indiana University  
2003 - 2007

### SKILLS

#### PROFESSIONAL

User Research  
Visual Design  
Prototyping  
Wireframing  
User Journeys  
Information Architecture  
Strategic Planning  
Product Design  
Project Management  
Digital Media  
Brand Design

### WORK EXPERIENCE

#### UX / PRODUCT DESIGNER

Freelance | Remote | July 2022 - Current

- Developed user-centered designs for various digital platforms, including websites and mobile applications
- Conducted extensive user research and gathered valuable insights to inform design decisions and improve the overall user experience
- Created wireframes, prototypes, and interactive mockups to visualize design concepts and effectively communicate design ideas
- Conducted usability testing sessions and incorporated user feedback to iterate and refine designs, resulting in enhanced usability and user satisfaction
- Worked closely with clients to understand their business goals, target audience, and brand identity, translating them into visually appealing and functional design solutions
- Stayed updated with industry trends and design best practices to continuously improve design skills and deliver cutting-edge solutions

#### BRAND PARTNERSHIP CONSULTANT

1/ST | Remote | Dec 2021 - Current

- Developed brand partnership strategies with high profile brands to create consumer awareness, build lasting impressions, and increase product sales
- Managed client programs from conception to execution and collaborated between external stakeholders and internal teams
- Led project management balancing scope, timelines, and budgets, working closely with the creative and production teams
- Cultivated and managed a portfolio of partners and drove long-term retention
- Delivered defined ROI's, key learnings, reporting and evaluations of partnership impact
- Demonstrated the creativity to balance strategic plans with tactical realities and quickly adapted to frequent directional changes

## SKILLS

### TECHNICAL

Figma  
Miro  
Photoshop  
Wordpress  
Canva  
SketchUp  
Asana  
Google Suite

---

## VOLUNTEER & AID WORK

**DISASTER MANAGEMENT GROUP**  
**AFGHAN REFUGEE CAMP**  
2021-2022

**FIRST DESCENTS**  
2019-Present

---

## INTERESTS

Rafting  
Camping  
Hiking  
Travel  
Music  
Cooking

---

## REFERENCES

### KRISTEN GARMAY

*Dick's Sporting Goods*  
kristen.garmay@dcs.com  
412-759-6755

### MELISSA KIRBY

*Amazon Music*  
melissankirby@gmail.com  
773-848-3020

## WORK EXPERIENCE CONTINUED

### BRAND EXPERIENCE SUPERVISOR

Motive | Denver, CO | Aug 2019 - Nov 2021

- Built unique customer experiences through market analysis, customer feedback, user metrics, and research findings
- Designed brand's stories and brought them to life through well-crafted visual narratives across all their channels and customer touch points.
- Demonstrated the ability to think creatively and explore original ways to communicate complex concepts in a clear and illustrative way.
- Analyzed patterns and translated them into useful insights to develop brand strategies and messaging
- Owned design projects end-to-end defining scope, setting goals, driving alignment, and iterating on designs
- Developed program recaps and analyzed metrics to determine ROI and success indicators

### SENIOR PROGRAM MANAGER

Corso Agency | Remote | Aug 2012 - Aug 2019

- Managed large-scale programs for prominent clients such as Red Bull, Heineken, Absolut, 7UP, Google, Delta, and Adidas
- Owned all program coordination from conception to completion, including strategy development, task delegation, creative design, process development, and client partnerships
- Strategized and designed high-profile marketing campaigns, product launches, and other initiatives in collaboration with cross-functional teams both inside and outside Marketing
- Managed contract negotiation and execution to ensure deliverables and compliance terms were met
- Owned visual branding and design production of digital and live events
- Coordinated all program production and logistical elements for on-site execution

### MARKETING COORDINATOR

Rodney Strong Vineyards | Healdsburg, CA | April 2008 - Aug 2011

- Designed market research and leveraged data to develop and implement branding strategies for new products
- Played an influential voice in the development and evolution of the brand
- Designed, implemented and managed a POS fulfillment website to track promotion trends, manage inventory levels, and improve order efficiency for the national sales team
- Composed creative briefs and art direction for local and national advertising and POS materials targeting trade and consumer audiences
- Utilized technology platforms such as Google Analytics to evaluate success indicators of digital marketing programs
- Played a key role in the strategy, branding, execution and results tracking of local and national marketing campaigns for multiple brands