

Jamie Larsen

Principal / Senior UX Designer
EdTech & SaaS Product Leader

734-224-8015

Jamie@crazylarsens.com

www.crazylarsens.com

linkedin.com/in/jamielarsen

EXPERIENCE

Principle UX Designer | Product Designer

Hurricane, UT

Learning A-Z | Cambium Learning Group

2010 – Present

- Lead end-to-end UX strategy and execution for large-scale, cloud-based EdTech SaaS products, partnering closely with Product Management, Engineering, and Content teams in an Agile/Scrum environment.
- Drive experience strategy, interaction design, and information architecture across complex learning platforms serving diverse audiences.
- Present product vision, design rationale, and research insights to executive leadership and cross-functional stakeholders.
- Own and evolve an enterprise design system to ensure consistency, accessibility, and scalability across web and mobile products.
- Produce user flows, journey maps, wireframes, rapid prototypes, and high-fidelity designs using Figma, Adobe XD, and InVision.
- Plan and conduct user research and usability testing to validate concepts and inform product decisions.
- Partner with iOS and Android teams to deliver a consistent cross-platform mobile experience.
- Apply working knowledge of HTML, CSS, and JavaScript to improve design feasibility, collaboration with engineering, and design-to-development handoff.
- Champion accessibility, usability, and inclusive design throughout the product lifecycle.

Independent UX Designer & Developer

Hurricane, UT

Freelance Web Design

2007 – Present

- Deliver end-to-end UX and UI solutions for public and private sector clients, collaborating directly with business owners, city leaders, and executive stakeholders.
- Lead discovery, user research, information architecture, user flows, and interaction design for customer-facing web products.
- Design and build responsive websites and prototypes focused on conversion optimization, usability, and brand alignment.
- Conduct usability testing and iterative design to improve engagement and task success.

WHO AM I?

- A senior UX leader with 20+ years of experience designing digital products, with a strong focus on EdTech and SaaS platforms.
- A strategic, big-picture thinker who pairs product vision with deep attention to interaction and visual detail.
- A collaborative design partner who thrives in cross-functional product teams.
- A clear, confident communicator who excels at presenting design decisions through storytelling, data, and visuals.
- An experimental and iterative designer who embraces risk, learning, and continuous improvement.
- A mentor and advocate for human-centered design, accessibility, and inclusive product practices.

SKILLS

UX & Product Design

- UX Strategy & Product Discovery
- User Research (Qualitative & Usability Testing)
- Information Architecture
- Interaction Design
- User Flows & Journey Mapping
- Wireframing & Rapid Prototyping

Senior User Experience Designer & Developer Ann Arbor, MI
Stone Interactive Group 2006 – 2010

- Led UX and UI design across multiple concurrent digital projects under aggressive timelines.
- Served as design lead and primary client contact for enterprise-level engagements.
- Designed and implemented standardized UX and delivery workflows that improved team efficiency and project predictability.
- Oversaw design from concept through development, ensuring alignment between user needs, business goals, and technical constraints.

Senior UX Designer & Developer Ann Arbor, MI
Fluency Media 2005 – 2006

- Designed and developed responsive marketing and transactional web experiences and HTML email campaigns.
- Delivered low- and high-fidelity UX and UI designs for a wide range of client solutions.
- Reorganized client engagement and delivery processes, improving project delivery timelines and budget performance.

ACCOMPLISHMENTS

- UX lead for two major new product initiatives, helping define the future direction of Learning A-Z's SaaS product portfolio.
- Led the design vision and experience architecture for multiple award-winning Learning A-Z products, introducing new platform architecture and feature sets.
- Led a cross-disciplinary team of designers and developers to deliver an accessible product ecosystem, meeting WCAG 2.0 accessibility standards.
- Partnered with product, content, and engineering stakeholders to create a unified information architecture, persona framework, content strategy, and end-to-end user journeys.
- Established a shared design vision across iOS and Android platforms, ensuring consistent interaction patterns and visual language.
- Planned and conducted qualitative research and usability testing to drive product strategy and improve usability and adoption.
- Redesigned information architecture and UX for MyLemon.com, resulting in a 50%+ increase in lead-generation form submissions.

- Design Systems & Component Libraries
- Mobile App Design (iOS & Android)
- Responsive & Adaptive Design
- Accessibility & Inclusive Design (WCAG)

Tools & Technologies

- Figma
- Adobe Creative Cloud
- InVision
- HTML & CSS
- JavaScript (working knowledge)

Collaboration & Delivery

- Agile / Scrum Product Teams
- Design-Engineering Collaboration
- Stakeholder & Executive Presentations
- Design-to-Development Handoff

EDUCATION

Associate of Arts Degree
Washtenaw Community College
Ann Arbor MI – 2016

Pluralsight.com CE
Pragmatic Marketing/Product
Management CE