JP Collins
Digital Product & Ux Designer

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Digital Product & User Experience Designer

JP Collins is an accomplished User Experience (Ux) designer with extensive understanding and focus on Information Architecture (IA) Interactive Design (IxD), and User Research.

Design and Communication Expertise
- Interaction Design
- Information Architecture
- Collaborative Design
- Concept Development
- User Research and Interviews

Asset Development
- Design System & Library development
- Wire Frames
- Flow Charts
- Site Maps
- Persona Development

Technology
Digital Design Tools:
- Figma
- Miro & Lucid
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Balsamiq

Experience: Product Design, Ux, IA & IxD

UI/UX Manager
SSI Group - Mobile, AL - Hybrid   04/2025 - present
Owned and drove the user experience strategy and vision for the SSI product portfolio to build world class, user-friendly software solutions for the medical industry.
- Set up and developed the SSI Design System and Library, Style Guide and Design Process.
- Developed mockups, wireframes, work flows for new products and product life-cycle enhancements and updates.
- Incorporated AI tools into design process and workflow to develop proof-of-concept modules, dashboards and web applications.
- Worked with Product Managers, Product Owners, and Technical Leads to determine scope and priorities for development cycles.
- Applied Ux and design principles through: journey maps, concept models, user requirements, personas, user flows, site maps, mockups, wireframes, prototypes, and style guides.

Senior User Experience Designer
Optum Health - Remote   07/2022 - 04/2025
Responsible for supporting internal clients: product managers and development teams, to develop new products with wireframes, charts, workflow & content maps, research and collaborative design facilitation.
- Developed wireframes, work flows, personas, and data visualization charts.
- Led collaborative design workshops for product development.
- Worked with product managers and development teams to develop new products for Optum internal professional tools.
- Conducted user interviews and applied that research to persona development and documentation to support a redesign for an internal site aimed at developers using cloud-based tools, modules and pipelines.

Information Architect
Rocket Central/Rocket Mortgage - Remote   09/2021 - 04/2022
Responsible for supporting team members and product managers across channels with charts, maps and product development workshop facilitation.
- Developed work flows, experience maps, journey maps, and other charts for ideation, synthesis and affinity mapping.
- Led workshops for product development.
- Worked with product managers, design teams and researchers to identify and document changes for internal and customer facing products.

Freelance Consultant – Content Marketing and Customer Experience   09/2018 - 03/2020
Providing consulting for online and IRL customer experience, content creation (copy, photography, video content) and creative direction to clients wishing to attract more customers through a variety of marketing platforms including their own marketing collateral and campaigns.

Senior Experience Architect
U.S. Bank - San Francisco, CA   04/2017 - 11/2017
Responsible for developing interaction design through wireframes and workflows for a new cross-channel, customer-facing product.

Senior Interaction Designer
Charles Schwab - San Francisco, CA   11/2015 - 11/2016
Responsible for supporting partners and business owners in multiple product channels through documentation deliverables including:
- Wireframes/Workflows
- Visual Design support for UI standards and documentation
- Worked with product owners, Ux team members and other stakeholders in designing, developing and improving new and existing products for schwab.com

<u>Senior User Experience Designer</u>
Wells Fargo, Wholesale Internet Services - San Francisco, CA   09/2014 - 08/2015
Responsible for visualizing and implementing an experience for products and content screens on the Wells Fargo CEO(Commercial Electronic Office) portal including:
- Interaction design
- Page Layout
- Wireframes
- Team project coordination

Worked with producers, content developers, product managers and other stakeholders in designing, developing and improving new and existing products for the Self Administration and UAM portions of the CEOportal.

<u>Assistant Director User Experience Designer</u>
Moody's Analytics - San Francisco, CA   01/2012 - 03/2014
Responsible for visualizing and implementing experiences for products and content screens on moodys.com including:
- Interaction and Interactive Environments
- Page Layout
- Persona Development
- Data Visualization

Worked with product strategists, product managers and other stakeholders in designing, developing and improving new and existing products for moodys.com.

<u>Senior Information Architect</u>
Walmart Global eCommerce (samsclub.com team)- Brisbane, CA   03/2011 - 10/2011
- Developed flow charts, wire-flows and page-level wireframes for regular updates to walmart.com and samsclub.com.
- Worked directly with (internal) business owners and stakeholders to identify and document changes for upcoming releases.
- Served as consultant and advisor between agency vendors and Sam's Club leadership team for upcoming site redesign and new product releases (site improvements).
- Acted as Membership content product manager for two product releases for samsclub.com

Experience: Self Employed Designer/Consultant

Pylon Studios - San Francisco, CA   03/2001 - 09/2010
Designed, Produced and Executed client projects as: User Experience Designer, Information Architect,
Graphic Designer, Project Manager and Consultant.

<u>Designer/Project Lead</u>
Blue & Gold Fleet - San Francisco, CA - web site and online ticketing system
Provided concept development, flow charts, wire frames and design comps to describe and document the web site structure and flow for Plone-based content management system. Additionally, provided interaction and interface design for online ticket sales system. Led team as project manager to coordinate site planning, graphic design, copy writing, and coding.

<u>User Interface Designer</u>
Apple Inc. - Cupertino, CA – Internal project
Part of contracting team directed by internal Apple project lead. Designed interface and look & feel of PHP, web-based booking and ordering tool for internal use. Conducted interviews as part of the research and testing. Worked with internal staff—the primary users of the system to streamline the workflow. Collaborated with project lead and contracting programmers and coders.

<u>Information Architect/Project Lead</u>
HarperOne - San Francisco, CA Pass One On web site
Provided site-wide architecture and page-level architecture as well as graphic design, and information design for WordPress content management based web site. Coordinated with client and WordPress developer to manage the project.

Education
San Francisco State University
B.A. in Art with emphasis in Conceptual Design and Painting Magna Cum Laude

Although the Conceptual Design department at San Francisco State University was part of the fine art program it provided a foundation in Information Design, User Experience and Interface Design through conceptual art practices combined with new technologies.

Projects and exercises included the practices of mapping, indexing, taxonomy, ontology, archiving and creating environments.