

# jamie anderson

## + CONTACT

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## + PORTFOLIO

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[jamieandersondesign.com](http://jamieandersondesign.com)

## + EDUCATION

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Columbia College Chicago  
Fine and Studio Arts

## + AREAS OF EXPERTISE

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- Art Direction
- Brand/Design Strategy
- UX Design
- Technical Illustration
- 3D
- Digital
- Retouching
- Life cycle Project Management
- Resource Management
- Vendor Relations
- Print + Production

## + WORK

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### UX DESIGNER, TECHNICAL PUBLICATIONS

Amazon, Ring / (contract) May 2022 - Present

Develop, illustrate and execute complex user education materials with a strong emphasis on user comprehension and accessibility. Partner closely with cross-functional teams to create a cohesive customer experience. Leverage user research data to incorporate customer feedback to ensure Ring's neighbors feel supported and confident in their user journey.

### DESIGN MANAGER, GLOBAL PRODUCT DOCUMENTATION

Peloton Interactive / Apr 2021 - Feb 2022

Managed and mentored designers. Drove design strategy across all user-facing content for quick start guides, user manuals, and other print and digital documentation. Distilled complex and substantial amounts of information into visually engaging solutions. Managed communication with external vendors, both domestically and internationally. Optimized, streamlined, and strategized new opportunities and improvements to the consumer experience as they relate to Product Documentation with mindfulness to scalability.

### SENIOR DESIGNER

VSA Partners - Client: IBM / (contract) Jan 2021 - Mar 2021

Conceptualized and designed conceptual 3D imagery for IBM's Cloud and Cognitive Services Platform.

### SENIOR GRAPHIC DESIGNER

Brookfield Properties / Nov 2014 - Mar 2021

Developed branding for Brookfield Properties' luxury retail real estate portfolio. Designed multifaceted B2C marketing collateral for a nation-wide portfolio of 160+ retail properties. Touch points included print advertising, out-of-home, large format, way-finding, and 3D imagery while also designing impactful digital campaigns for social platforms, email, display advertising, web, and iOS apps. Created multi-platform 360 campaigns for specialty partnership programs with DreamWorks DreamPlace and LEGO®.

### LEAD GRAPHIC DESIGNER

POPAI, Point of Purchase Advertising International / Oct 2013 - Nov 2014

Designed educational collateral, event marketing materials and trade show graphics for shows such as: Globalshop, OMA Contest & Awards Ceremony in Las Vegas, The Retail Asia Expo in Hong Kong, The POPAI Global Awards at Euroshop Germany, POP-UP Creative Gallery in New York, and The West Coast POP Show in California.

### TECHNICAL ILLUSTRATOR + GRAPHIC DESIGNER

Zacuto USA / Jan 2011 - Oct 2013

Conceptualized, illustrated, and designed film accessory instructions for over 40+ products across the Zacuto portfolio. Assisted with daily product photography, complex photo retouching and designing multifaceted print and digital marketing collateral.