Jay Wortham

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Principal UI/UX Designer | Product & Digital Experience Leader

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SUMMARY

Principal UI/UX Designer with 15+ years of experience creating user-centered digital experiences across web, mobile, and enterprise platforms. Expert in responsive design, design systems, and AI-informed interfaces that drive engagement. Proven leader in managing cross-functional teams to deliver multimillion-dollar projects on time and within budget. Skilled in wireframing, prototyping, usability testing, and interaction design, with a strong focus on accessibility and scalable solutions.

PROFESSIONAL EXPERIENCE

Backbase North America, Atlanta, GA   October 2018 to Present
Principal UI/UX Designer

- Led multimillion-dollar initiatives with global banks to enhance user experience in digital banking platforms.
- Applied Design Thinking and AI insights to create intuitive, user-focused enterprise banking software.
- Built and scaled comprehensive design systems, reducing project timelines by 50% and accelerating product delivery across teams.
- Produced strategic sitemaps and interactive prototypes to simplify complex banking workflows and speed stakeholder alignment.

Innovative Architects, Atlanta, GA   August 2016 to October 2018
Senior UI/UX Engineer

- Led a design team to elevate UI/UX quality, driving measurable gains in user satisfaction and usability.
- Produced wireframes and interactive prototypes to accelerate decision-making and reduce project rework.
- Collaborated closely with product, engineering, and stakeholders to define consistent design standards.
- Owned end-to-end UX project delivery, ensuring on-time, on-budget execution with consistent quality.

iDisciple, Atlanta, GA   January 2014 to August 2016
Senior Website/Application Developer

- Led development of dynamic, responsive web applications using HTML5, jQuery, and AngularJS, improving performance and usability.
- Created detailed sitemaps, wireframes, and prototypes for iOS and Android apps, simplifying navigation and enhancing UX.
- Delivered cross-platform prototypes to align teams and ensure consistent, high-quality user experiences.

Oracle, Atlanta, GA   January 2010 to January 2014
Senior User Experience Engineer

- Developed custom Facebook applications and HTML5 games, boosting user engagement and retention.
- Designed intuitive interfaces for Facebook apps, UGC platforms, CMS tools, and HTML5 games, enhancing usability and adoption across thousands of users.

EDUCATION and CERTIFICATIONS

Art Institute of Atlanta, Atlanta, GA
Associate's Degree, Visual Communications

Georgia Institute of Technology, Atlanta, GA
Certificate Degree, Internet Studies, Internet Management, Multimedia Creation,
User Interface Design, and Usability Testing

SKILLS & EXPERTISE

UX/UI Design
User-Centered Design | Interaction Design | Wireframing & Prototyping | Clickable Prototypes | Design Systems |
User Journey Mapping | Accessibility & WCAG Compliance | Corporate Branding

Web & Mobile Development
Responsive Web Design | HTML5, CSS3, Bootstrap | AngularJS | iOS & Android Application Design | Cross-
Platform Prototyping | Mobile-first Design | Front-End Development

Research & Analysis
Usability Testing | User Research | A/B Testing | Workflow Optimization | AI-Informed Design | Data Visualization |
Analytics-driven UX

Project & Team Leadership
Project Management | Agile & Scrum Methodologies | Cross-Functional Team Leadership | End-to-End Product
Delivery | Stakeholder Management | UX Strategy | Mentoring & Design Leadership

PORTFOLIO

Online portfolio available at http://www.jaywortham.com

Linkedin profile http;//www.linkedin.com/in/jay-wortham