

Jaimee Finney

CoffeeWithJaimee.com

702-743-8347

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@jaimeejaimiee



Writer | Producer | Strategist (and more)

“You have to believe we are magic, Nothin' can stand in our way” – Olivia Newton John

Hello!

It's wonderful to meet you! This is my generic cover letter and resume, I share it with friends who want to recommend me and need something to assist in the introduction, or it may have been downloaded from my personal website.

Some fun career highlights:

- I've worked remotely since 2011 and love traveling when it's safe to do so!
- I have an impressive "invisible" portfolio of contract NDA projects with companies like Apple, Disney, NASA, Nintendo, and more that I'm not allowed to say by name. I'm great at maintaining privacy.
- After leading the creation of Zappos' first mobile apps, I was discretely delivered to Amazon to help them understand how I led the team that built a 5-star iOS app in six weeks, on our first try.

I still feel like a secret weapon!

- I have roots in UX that reach all the way back to interning for NNG as a heuristic review writer in 2001! (If you're not familiar—one of the “Ns” stands for Norman. Don Norman coined the term “UX”.)

I've worn many hats across my career, making it challenging to fit into a single job description or role. I'm fun and adaptable; I love to learn, I learn fast, but I'm also humble enough to ask questions when I get stuck. I have a ton of valuable experience to contribute to a vast assortment of challenges.

I would be honored and excited to talk with you about working together!

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“Jaimee is the ultimate bridge-builder between creatives, engineers, and stakeholders. She made sales, building teams, and managing projects fun.” –Stephan Shier, former co-worker, friend for life.

Skills

Project Management,
Program Management,
Product Management, UX Strategy &
Design, E-commerce, Tech & Creative
Team Management, Onboarding,
Hiring, Content Strategy
Analytics, Practices, Project Planning,
Quality Assurance, Budgeting &
Accounting, Compensation Strategies,
Training & Mentorship Program
Development, Status Reports,
Presentations, Decks & Flow Charts,
A/B and Usability Testing, End-to-End
Customer Experience Design
Change Management, Hands-on
Customer Service, and more.

Tools

Google Analytics, CMS, Apple iWork
Suite, Adobe Photoshop & Illustrator,
Microsoft Office, (PowerPoint, Excel,
Word, Teams, and Project), GitHub,
JIRA, Zoom

Education

UNLV – Bachelor of Fine Arts
Major: Metal Sculpture
Minor: Art History

Most Recent Experience

PictureThisClothing.com

Aug 2016 - Oct 2021

Co-founder + CEO / Project + Product Manager / Copywriter (and more)

- Took an idea from concept to creation, went viral on launch day.
- \$1.2mm sales in the first 18 months.
- Established KPIs and data to determine priorities from year-to-year.
- Built our own proprietary software in year two.
- Built-out our own US-based manufacturing facility in year three.
- Cultivated communities of +100k on FB and +30k on Instagram, who we love and care about.
- Personally handled 100% customer service, earned 4.9-star customer experience rating.

MartianCraft.com

Feb 2015 - Nov 2018

Interim COO / Executive Advisor / Board Member

- Advisor: talent inclusion & diversity efforts and development of a marketing growth strategy through company & product voice and tone unification and refinement.
- Advisor: evolve career development pipeline, coaching, and mentorship for design team.
- Collaborated with legal team to review and rewrite of all master contract and proposal template-documents, adding brand voice and tone while maintaining legal resonance.
- Negotiated contracts and managed client projects, as need evolved with growing company.
- Three founders left the company in early 2016, I accepted role as Interim COO.

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“I dwell in possibility...” – Emily Dickinson

Bonus Features

Contributing writer for tech publications:

(InformIT; Pearson Pub; App Mag; NET Magazine; INFOQ)

Freelance copywriter + evangelist for utility apps by AmicoApps.com

University Instructor (4 yrs)

Advocate + speaker for WomenWhoTest (Women in tech, Techwell)

Career mentor for underrepresented women in design

Volunteer + advocate for AppCamp-ForGirls (helped girls aged 12-17 learn iOS programming)

Co-creator + catalyst for @wwdcgirls
wwdcgirls.com | women@wwdc

International motivational speaker + workshop leader in design, tech, and entrepreneur space

Most Recent Experience Cont'd

BlackPixel.com

Sept 2011 - Apr 2013

Director of User Experience (UX)

- Recruiting/hiring/building a design team.
- Reviewing + responding to RFPs, writing proposals and contract.
- Key point of contact from project inception through launch.
- Leading clients through voice/tone, language, and design systems for our client's products (remotely and through workshops, as needed.)
- Feature development, naming, user flows, product logic, and education.
- Establishing vision, goals, KPIs, priorities, and roadmap for agency and direct brand clients and their projects.
- Contributing to + implementing style guides.
- Simplifying complex systems down into clear, approachable interface (UX, UI, & copywriting.)

Zappos.com

Apr 2009 - June 2011

Sr. Manager of User Experience (UX) + Product (Visual Design, then Mobile)

- Worked directly with CEO, Tony Hsieh and an awesome team to create the strategy and clarity of vision for first Zappos mobile apps for iPad, iPhone, Android and mobile web. (2010-2011)
- Led the visual re-skin of the Zappos.com website (2009-2010)
- Built the first dedicated web design team at Zappos. (2010-2011)

eatdrink / Lvthn.com

Oct 2004 - Mar 2009

Partner, Director of UX + Interactive

- Managed all interactive projects and teams across Chicago + Las Vegas offices from the scope of work development/writing, content strategy, UX writing (including microcopy), info. architecture and wireframing through product launch for global, world-class agencies.