SERGIO JAIMES

Sr. UI/UX Designer

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Summary

Senior UX/Visual Designer with end-to-end ownership of complex digital products, specializing in translating complex business problems into scalable, user-centered systems. Experienced in driving product strategy, defining system architectures, and delivering measurable outcomes across enterprise, aerospace, healthcare, and consumer platforms. Adept at balancing user needs, technical constraints, and business goals to create intuitive, high-impact experiences.

Education

DePaul University

M.S. & B.S. in Human-Computer Interaction (M.S. with Distinction)

Skills

Product & Strategy: Product Strategy, UX Strategy, System Design, Information Architecture, Design Systems

Research & Validation: Usability Testing, Ethnographic Research, Mixed Methods Research, User Interviews, Journey Mapping, Accessibility Standards

Execution: UI Design, Prototyping, Interaction Design, Responsive Design

Tools & Tech: Figma, Adobe Creative Cloud Suite, Jira, Azure DevOps, HTML/CSS/JS, Generative AI, Vibe Coding, Visual Studio Code

Experience

AAR — Wood Dale, IL

Sr. UX/Visual Designer — 07/2025 - Present

- Led end-to-end product strategy and UX design for enterprise Digital MRO solutions, defining scalable design systems and interaction frameworks supporting 5 facilities and 7,000+ users.
- Synthesized research findings, usability insights, and stakeholder feedback into scalable product initiatives and user-centered solutions.
- Led UX strategy for Digital MRO expansion into two additional maintenance facilities, ensuring scalable workflows and implementation readiness.
- Defined enterprise operational dashboards that provide centralized visibility into maintenance activities, work cards, and project status.
- Designed next-generation commercial sales workflows and dashboards supporting the organization's goal of 24-hour order fulfillment while reducing turnaround time on purchase orders.
- Introduced a scalable enterprise notification framework to improve cross-functional communication and operational awareness across the organization.
- Influenced product roadmap and investment decisions through research-driven strategy, stakeholder workshops, and executive presentations.
- Secured senior leadership alignment by presenting product vision, UX strategy, and implementation recommendations that guided enterprise initiatives.

Blue Origin (Enterprise Technology) — Kent, WA

UX Researcher (Graduate) — 10/2024 - 05/2025

- Led multi-site research in logistics and procurement. Identified inefficiencies informing five product initiatives.
- Synthesized complex operational data into actionable product strategies, directly influencing roadmap prioritization and system redesign efforts.
- Designed mobile warehouse inventory app, improving task efficiency and reducing friction for logistics teams.
- Defined and validated UX improvements through usability testing, ensuring solutions aligned with real-world operational constraints.
- Designed mission-critical interfaces for the Blue Moon lunar lander, improving usability and operational clarity in high-stakes environments.
- Partnered with cross-functional teams to translate research insights into scalable design solutions across enterprise systems.

ShapeLog — Evanston, IL

UI/UX Designer — 09/2024 - 01/2025

- Managed redesign of core analytics dashboards, increasing weekly active users by 33% through improved data visibility and interaction clarity.
- Identified and resolved key usability bottlenecks, reducing time-to-task by 25% and improving navigation efficiency.
- Re-architected information hierarchy and interaction patterns to support faster decision-making across mobile experiences.
- Established consistent visual and interaction patterns, improving usability and recognition across the platform.

Our National Conversation — Remote

UI/UX Design Team Lead — 01/2024 - 09/2024

- Managed full-platform redesign, aligning UX strategy with organizational growth goals and securing recurring Google Ads grants.
- Improved user engagement by reducing bounce rate 28% through strategic information architecture and navigation redesign.
- Established scalable UX processes to support ongoing product iteration and stakeholder collaboration.

The Speech Gym — Chicago, IL

UI/UX Designer — 08/2023 - 01/2024

- Designed a mobile product ecosystem to support therapist-parent collaboration, improving continuity of care beyond in-session interactions.
- Discovered fragmented workflows and translated them into a centralized system for session management, content delivery, and communication.
- Delivered interactive prototypes and system-level design solutions to validate product direction and support future scalability.

Whirlaway Lounge — Chicago, IL

Proprietor — 05/2008 - 12/2024

- Owned and operated a customer-facing business, applying UX and service design principles to optimize end-to-end customer experiences.
- Increased revenue through strategic redesign of customer journeys, branding, and operational workflows, improving efficiency and engagement.