

Jazmyn Latimer

User Experience practitioner with 10 years of experience leading user research, design, and product strategy for social impact organizations. Painter, salsa dancer, DJ, and music curator in Harlem, New York.

EXPERIENCE

Director of Service Design, Code for America

September 2020 - present

Directing a cross-disciplinary team of 24 qualitative researchers and designers working across 8 teams to develop human centered products that increase access to critical government services. Scoping, staffing, and supervising new product discovery efforts and overseeing the end to end product development process. Managing strategy, hiring, team operations, and career development. Coaching researchers and designers to surface meaningful insights that highlight user needs and help drive strategic, scalable product decisions. Pushed for a multi-lingual research practice and new standards for inclusive, accessible, equity-centered design. Defining best practices and standards of rigor for user research and design. Collaborating with CxO and Directors in product, engineering, data science, marketing, programs, and client support.

Design Manager, Code for America

September 2019 - September 2020

Managed a team of 5 designers and 1 principal researcher while leading design and research across 2 new product areas. Identified impactful product opportunities based on user needs, policy, and data. Piloted, launched, and scaled Minnesota’s first integrated benefits application to over 10,000 Minnesotans in need of food and emergency support. Led the research and design of our Pandemic EBT product for the state of California, resulting in 2.5 million students receiving money for food during the covid-19 crisis response. Revised our design hiring processes to bring in senior talent and expand our design practice to include service design as a discipline. Hosted our SF Design Week panel and was a keynote speaker at the FWD50 Conference in 2020.

Senior Researcher / Designer, Nava PBC

March 2019 - September 2019

Planned and conducted mixed methods research, contextual interviews, journey mapping, and design prototyping with Center for Medicare & Medicaid Services. Facilitated research synthesis and collaborative design workshops with patients, doctors, claims specialists, and key stakeholders within the federal government. Informed the design standards, desired outcomes, and product roadmap that would modernize Medicare claims services across the country.

Lead Product Designer / Researcher, Code for America

December 2015 - March 2019

Led the user research, product design, strategy, partnerships, and communications for emerging criminal justice products. Conducted field research in courts and legal aid offices. Recruited all research participants. Interviewed over 150 people affected by the criminal justice system. Crafted design probes to use in research. Grew the team from 3 to 12. Mentored design fellows. Launched the organization’s first DEI efforts. Represented the team’s work publicly at fundraising events, conferences, blogs, and publications. Founded the Clear My Record program that changed national policy through iterative, human centered design and removed over 150,000 marijuana convictions in California. Over 15,000 people no longer have a criminal record because of this.

Design Researcher, Code for America Fellowship

January 2015 - December 2015

A one year product discovery effort with the Vallejo Police Department and Mayor’s Office to identify opportunities to use product, technology and human centered design to increase trust between the government and community. Led the end to end research, design, and product launch. Facilitated 6 participatory research and co-design workshops. Produced product flows, design mockups, HTML&CSS, and user training guides. Primary contact for key stakeholders. Presented the research and final product mainstage at the 2015 Code for America Summit.

User Experience Designer, Omniupdate

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CONTACT

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EDUCATION

BS in Behavior Psychology, 2012
California State University, Fresno

Design for Social Impact, 2013
Acumen+ and IDEO course

Interaction Design, 2016
Nielsen Norman Group conference

UX Writing, 2016
Nielsen Norman Group training

HIPPA & CJIS Certifications, 2018
Government data privacy training

Management Training, 2019
PLUCKY Management Group workshop

EXPERTISE

- User Research
- Usability Testing
- Applied Behavior Analysis
- Mixed Methods Research
- Design Research
- Rapid Prototyping
- User Experience Design
- Product Design
- Agile Product Development
- Product Strategy
- Research & Design Operations
- Service Design
- Co-design
- Workshop Facilitation
- UX Writing
- Hiring & Management
- HTML & CSS
- Creative Storytelling
- Public Speaking

PUBLIC LEADERSHIP

The Five-O-One podcast guest, 2021
[Code for America interview](#)

Adobe Race in the Field panelist, 2021
Doing user research as designers of color

Georgetown Univeristy lecturer, 2020
Data, Policy, and Service Delivery

FWD50 mainstage speaker, 2020
[Eliminating forms in service design](#)

SF Design Week panelist, 2020
[Design distortions in government](#)

EXPERIENCE continued

User Experience Designer, Omniupdate

December 2013 - December 2014

Hired as the company’s first user experience designer to evangelize user research, user centered design, and agile product development across the company. Independently conducted 32 remote contextual interviews with users across the country while producing design mockups, user flows, and product specs for new or revised product features. Collaborated closely with product developers and product owners to define a roadmap based on user needs and business goals. Designed the end to end experience for the company’s first mobile app. Hosted design workshops and usability trainings for Omniupdate’s customer base and presented our work at their annual product technology conference in 2014.

User Experience Designer, Five Creative

March 2013 - August 2013

Led design and user research on web projects for small businesses seeking to increase their customer base and refine their brand strategy. Facilitated scoping sessions, research trips, co-design workshops, and design reviews for clients. Responsible for producing final design and and pairing with front-end developers to implement designs. Presented work to key partners.

User Researcher, Eminence Health

January 2013 - March 2013

Planned and conducted generative design research to identify opportunities to digitize the company’s paper-based mental health curriculum to increase ease of use and access for high school counselors and their students.

User Experience Designer, independent contracts

June 2012 - December 2013

Consulted with small businesses and start-ups to improve the user experience of their new or existing web apps and services. Led new product discovery efforts to increase their sales and customer base. Developed strategy proposals, design prototypes, wireframes, mockups, interaction flows, style guides, and custom HTML & CSS. Conducted generative reseach and usability testing. Collaborated closely with a full stack engineer and key business stakeholders.

Behavior Therapist, Central California Autism Center

January 2010 - December 2013

Provided behavior therapy to children diagnosed with Autism Spectrum Disorders at an early intervention center. Used applied behavior analysis to identify root causes of neurodivergent behavior to work through in therapy. Captured behavioral data to document progress. Trained and mentored new therapists. Supervised the progress of 7 clients and supported their parents through in-home therapy, sibling therapy, and caregiver training sessions.

Caseworker, Valley Caregiver Resource Center

August 2011 - January 2012

Supported caregivers of aging adults diagnosed with Alzheimers and other forms of dementia. Assisted therapists by doing phone consultations, home visits, and in-home training sessions for caregivers. Facilitated cognitive training, socialization, and physical stimulation activities for groups of elderly clients who attended the day center.

PUBLIC LEADERSHIP continued

Afrotech founder highlight, 2019
[Using tech to clear criminal records](#)

Association for Criminal Justice Research, Keynote Speaker, 2018

Huffington Post feature, 2017
[Day in the life of a lead designer](#)

General Assembly panelist, 2017
Are Designers the New Activists?

Tech Superwomen Summit speaker, 2017, [Using design to change systems](#)

Affect Conf keynote speaker, 2017
[Clear My Record case study](#)

White House, keynote speaker, 2016
Policy Making in the Digital Age

Code for America Summit mainstage speaker, [2018](#), 2017, 2016, and 2015

Omniupdate User Conference speaker, 2014, *User experience design 101*

TOOLS

- Slack
- Google Suite
- Microsoft Suite
- Adobe Suite
- Figma
- Sketch
- Invision
- Balsalmiq
- Mural / Miro
- Trello / Asana / Jira
- Github
- Pivotal Tracker
- Airtable
- Tremendous
- Expensify
- Dropbox
- Notion
- Greenhouse
- Culture Amp