JAMES LEWIS

UX RESEARCHER | USER RESEARCH | PRODUCT DISCOVERY

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RESEARCH PROFILE

UX researcher and product practitioner with more than 10 years of broader experience across UX design, product development, quality assurance, and research-integrated roles. Plans and conducts qualitative discovery and evaluative research, including interviews, workflow inquiry, concept testing, usability studies, surveys, journey mapping, and accessibility evaluation. Synthesizes user behavior, attitudes, stakeholder knowledge, and available product evidence into clear narratives and actionable recommendations that shape product direction. Experienced across tax and financial services, healthcare, insurance, e-commerce, consulting, and enterprise technology.

RESEARCH & PRODUCT CAPABILITIES

Research planning and execution: Learning goals, research plans, discussion guides, participant-centered interviews, moderated usability testing, concept evaluation, surveys, workflow and contextual inquiry, heuristic evaluation

Synthesis and storytelling: Thematic analysis, evidence triangulation, insight prioritization, research readouts, journey maps, personas, service blueprints, visual narratives, actionable recommendations

Product influence and collaboration: Discovery, design evaluation, stakeholder facilitation, cross-functional alignment, research-to-roadmap decisions, Agile delivery, autonomous prioritization through ambiguity

Tools, accessibility and responsible AI: Figma, FigJam, UserTesting, Medallia, SurveyMonkey, Jira, Confluence, Microsoft 365, WCAG and Section 508 awareness; AI-assisted preparation and synthesis with human review, privacy protection, source validation, and bias checks

SELECTED EXPERIENCE

Principal Product Designer | Indystructible Designs

Indianapolis, IN | Jun 2020 - Present | Independent consulting and product design leadership

- Leads end-to-end discovery and evaluative research for client engagements: frames research questions, selects practical methods, prepares interview and survey guides, conducts moderated sessions and usability studies, synthesizes evidence, and recommends next steps.
- Combines customer interviews, stakeholder feedback, survey inputs, and available quantitative signals to identify patterns, pain points, service gaps, and opportunities for continued research.
- Translates findings into journey maps, personas, service blueprints, visual narratives, wireframes, and Figma prototypes that align business owners, designers, developers, and marketing partners around product direction.
- Uses AI tools to accelerate research preparation, evidence organization, clustering, and readout development while protecting sensitive information, validating sources, checking for bias, and retaining human accountability for final conclusions.

Senior UX Designer | H&R Block

Indianapolis, IN | Nov 2021 - Nov 2024 | Consumer tax and financial product experiences

- Led research-integrated workstreams across complex consumer and internal product journeys, partnering with product, design, engineering, content, analytics, and business teams to define learning goals and decision needs.
- Planned and conducted interviews, concept evaluation, journey mapping, and usability testing; synthesized customer and stakeholder evidence into prioritized recommendations that clarified product risk and influenced design direction.
- Evaluated prototypes and production experiences where accuracy, comprehension, privacy, accessibility, and trust were essential; advocated for clear language, user control, and reduced cognitive load.
- Presented findings through concise readouts and strategic narratives; supported peers through interview preparation, study feedback, critiques, and evidence-based storytelling.

UX Designer | Brooksource (Humana)

Indianapolis, IN | May 2021 - Oct 2021 | Healthcare and member-facing digital experiences

- Developed scenarios, research questions, and prototypes to investigate member and stakeholder needs through workflow analysis, design reviews, interviews, and usability evaluation in a regulated, privacy-sensitive healthcare environment.
- Connected qualitative findings and available product evidence to journey-level opportunities and recommendations that improved comprehension, navigation, workflow efficiency, and task completion.

- Partnered across design, product, engineering, and subject-matter teams to balance member needs, accessibility, business goals, technical constraints, and healthcare privacy considerations.

UX Designer | TEKsystems (OneAmerica Financial Partners)

Indianapolis, IN | Oct 2020 - May 2021 | Insurance and financial-services product experiences

- Partnered with product owners, subject-matter experts, users, and engineers to understand complex insurance workflows, clarify research questions, and evaluate concepts with a user-centered lens.
- Translated research and feedback into information architecture, interaction flows, journey views, prototypes, and narrative rationale that made complex financial tasks easier to understand and complete.
- Communicated evidence, tradeoffs, and recommendations across technical and non-technical audiences while contributing to accessible, reusable patterns and design-system consistency.

UX Developer | Rue Gilt Groupe (Simon Property Group)

Indianapolis, IN | Aug 2019 - Apr 2020 | Consumer e-commerce experiences

- Combined front-end implementation knowledge with workflow discovery, user feedback, and usability evaluation to improve responsive shopping experiences, interaction quality, and consistency across product surfaces.
- Partnered with designers, product managers, engineers, and QA to identify usability risks and translate customer-centered decisions into prototypes and shipped experiences.

UX Developer | TCC Software Solutions

Indianapolis, IN | Apr 2017 - Aug 2019 | Client and enterprise digital solutions

- Supported discovery, research planning, interviews, personas, wireframes, prototypes, usability testing, and iterative validation for client-facing digital products.
- Collaborated with business analysts, clients, designers, and developers to translate user and business needs into accessible solutions, document findings, and improve usability through implementation.

Technical Project Manager - UX QA | Bell Techlogix (Epson America Inc.)

Plainfield, IN | May 2013 - Apr 2017 | Technology programs, quality assurance, and delivery coordination

- Designed and executed test plans and validation procedures for software, hardware, and customer-facing device interfaces, documenting functionality, usability, quality findings, and actionable risks.
- Managed cross-team coordination, reporting, and issue prioritization; developed repeatable guidance and trained 40+ technicians on validation procedures and quality standards.

EDUCATION

Master of Science Degree, Human Computer Interaction | Indiana University, Luddy School | 2026 - 2028
Bachelor of Science Degree, Media Arts & Science | Indiana University, Luddy School | 2015 - 2017
Associate of Science Degree, Visual Communication | Ivy Tech Community College | 2013 - 2015
Associate of Applied Science Degree, Computer Drafting & Design | ITT Technical Institute | 2009 - 2011

ADDITIONAL STRENGTHS

Consumer and enterprise research | Research advocacy | Accessibility and inclusive design | Design systems and prototyping | Technical writing | Workshop facilitation | Mentoring and critique | Remote collaboration | Autonomous work | Fast-changing environments