

# JAMES R. LEWIS

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Human-Centered User Experience Designer | Product Designer | Creative Strategist | Indianapolis, IN |

**LinkedIn:** [linkedin.com/in/james-lewis-69599238](https://www.linkedin.com/in/james-lewis-69599238) | **Personal Portfolio:** <https://www.uxandproductdesign.com> |

**Business Portfolio:** <https://www.indystructibledesigns.com> | **Cell:** 317-658-6510 | **Email:** conceptdesigner85@gmail.com

## SUMMARY

Empathetic and results-driven User Experience Designer with more than 10 years of professional experience delivering intuitive, human-centered digital solutions across healthcare, finance, logistics, and consumer products. Skilled in software and hardware UX with deep knowledge of human-centered design, heuristic evaluation, and task analysis. Experienced in leading the full UX process - user research, persona development, usability testing, wireframing, and visual design. Adept at aligning user needs with business goals in both agile and cross-functional environments.

## EXPERIENCE

### Senior User Experience Designer

*H&R Block - Nov 2021 – Nov 2024 | Indianapolis, IN*

- Led UX design efforts within agile squads for key tax product initiatives.
- Designed user flows, journey maps, wireframes, and prototypes for mobile and web.
- Conducted user research and usability testing to inform design decisions.
- Contributed to the company-wide design system for consistency and scale.
- Collaborated with developers, content strategists, and product teams to deliver user-focused features.
- Delivered design documentation and presentations to stakeholders.
- Focused on removing user friction points through user-centered, data-informed design.

### UX/Product Designer

*Humana - May 2021 – Oct 2021 | Indianapolis, IN*

- Developed high-level user scenarios, wireframes, and interactive prototypes.
- Participated in usability audits, accessibility planning, and responsive design for healthcare platforms.
- Supported cross-functional teams by aligning business needs with user behavior.
- Assisted in refining user personas and identifying research-driven design solutions.

### User Experience Designer – Finance & System Thinking

*OneAmerica Financial Partners - Oct 2020 – May 2021 | Indianapolis, IN*

- Created wireframes, information architecture, and user flows across digital environments.
- Prototyped and tested concepts in financial dashboards and internal apps.
- Ensured UX consistency across platforms through documentation and team collaboration.

## Product Design Consultant/Creative Director

*Indystructible Designs - Aug 2020 – Present | Indianapolis, IN*

- Designed branding and UX solutions for small businesses and entrepreneurs.
- Led client discovery sessions, created mockups, and iterated based on user feedback.
- Built custom websites and user flows for e-commerce and service-based clients.

## UX Developer

*Rue Gilt Groupe - Aug 2019 – Apr 2020 | Indianapolis, IN*

- Created prototypes and refined front-end components using Figma.
- Collaborated across web and mobile teams to improve customer experience.
- Participated in accessibility and performance enhancements.

## User Experience Developer – Accessible Web Apps & Research

*TCC Solutions - Apr 2017 - Aug 2019 | Indianapolis, IN*

- Designed wireframes, conducted user testing, and ensured WCAG compliance.
- Supported Angular-based web applications and ensured 508 accessibility standards.

## Technical Project Manager – UX QA (Hardware/Software)

*Epson America - May 2013 - Apr 2017 | Plainfield, IN*

- Managed UI and QA for desktop devices and repair interfaces.
- Led UX validation and hardware usability testing with cross-functional teams.

## EDUCATION

Bachelor of Science, Media Arts & Science

Indiana University – Luddy School Of Informatics - Dec 2017

Associate of Science, Visual Communication

Ivy Tech Community College - Aug 2015

Associate of Applied Science, Computer Drafting & Design

ITT Technical Institute - Dec 2011

## Tools & Platforms

Figma, Adobe Creative Suite, Adobe XD, Sketch, InVision, Zeplin, Balsamiq, Webflow, WordPress, UserTesting, SurveyMonkey, Jira, Confluence, HTML/CSS, TypeScript, Angular, Miro, Axe, Wave, JAWS, WCAG, NVDA

## Highlights & Impact

- Spearheaded UX improvements at H&R Block, resulting in a 30% increase in task completion.
- Founded Indystructible Designs, generating \$25K+ in freelance design revenue.
- Boosted web traffic 2–4x for several client sites post-launch.