

Jayla Flowers

UX Research &
Design

EDUCATION

University of Michigan, School of Information

M.S. OF INFORMATION

Focus in UX Research
and Design

Expected May 2025
3.91/4.0 GPA

University at Buffalo, School of Management

*B.S. IN BUSINESS
ADMINISTRATION*

Focus in Marketing
and Human Resources
Management

Completed May 2018

RELEVANT COURSEWORK

Interaction Design
Graphic Design
Generative AI & UX
Needs Assessment and
Usability Evaluation
Web Design
Information -
Architecture
Online Communities

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COURSE PROJECTS

HumanWisdom

January 2024 - Present

UX RESEARCH CONSULTANT

- Evaluate the usability, usefulness, and accessibility of the mental health mobile application.
- Write reports and give presentations that effectively communicate results of evaluations and argue for the validity and relevance of methods chosen.
- Provide detailed recommendations to improve the app's accessibility, experience and appeal for target users.

EXPERIENCE

Brex

April 2021 - August 2023

TECHNICAL SOURCER

- Designed a cross functional competitive analysis framework to serve as a collaborative resource for talent teams to share data and insights about peer companies' recruiting strategies.
- Researched and completed user testing for a new engineering interview platform, compiling conversion flow data and qualitative feedback from candidates into monthly stakeholder reports.

Rochester Regional Health

October 2019 - April 2021

RECRUITER

- Strategically developed and presented a new bonus program and pay bands, using market research data and insights, obtaining leadership approval for implementation and investment.
- Completed a content redesign of job postings positioning the organization as an "employer of choice" in the community, increasing nursing application rates by 200%.

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UX Research &
Design

SKILLS

Interaction Design
Visual Design
Brand Design
Prototyping
User Interviews /
Testing
Usability Evaluation
Comparative Analysis
Information -
Architecture
Web Design
Accessibility

TOOLS

Figma
Adobe Creative Suite
Axure RP
HTML/CSS
Javascript
Python

Target

March 2019 - August 2019

HUMAN RESOURCES MANAGER

- Defined store challenges and implemented solutions successfully decreasing attrition by 18%.

Target

June 2018 - March 2019

GUEST EXPERIENCE MANAGER

- Increased monthly active users on mobile app and store loyalty by conducting guest centric coaching workshops to educate and train 50 team members on Target's digital offerings.

Wegmans

June - August, 2016 & 2017

STORE OPERATIONS & MANAGEMENT INTERN

- Increasing pastry sales by 23% after developing and implementing an online sales tracking solution, optimizing product opportunity and customer buying behavior.

EXTRACURRICULAR LEADERSHIP & AWARDS

International Business Fraternity of Delta Sigma Pi

Spring 2018

ALPHA KAPPA CHAPTER, CHANCELLOR

UB African Student Association

2016 - 2017

EXECUTIVE BOARD, SECRETARY

Rochester Urban League Black Scholar

June 2014