

# Jeremy T Freeman

## Full-stack User Experience Professional

Seasoned in leading projects and teams hands-on through the front-end journey, from insights to interface

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As leader in User Experience (UX) with a history of over two decades, I specialize in guiding teams to craft digital products that redefine and activate business strategies. I practice a user-centered design method guided by curiosity and empathy that revolves around not just delivering a solution, but a dynamic experience with an eye towards the aesthetic. Having filled many different roles across the front end spectrum, I am able to consider and approach a problem through the lenses of various disciplines. My leadership style is characterized by an ability to understand and build trust with the teams I work with, enabling me to guide stakeholders through a fully collaborative process. Employing hands-on direction and tight communication, I take great satisfaction in working to choreograph initiatives to success.

## / Career Highlights

- Instituted and applied a scalable design system to enable rapid creation of **AI-based enterprise platform** and apps focused on collection of tribal knowledge, deep learning, conversational interface, and an automated UX layer for App Orchid
- Headed agile team creating user experience of a health tracking app for an **AstraZeneca clinical study** around compliance and adherence tracking with diabetics
- Concept and interaction design of **voice interface apps for DIRECTV**
- UX lead for innovative multi-platform, TV everywhere solution for international cable provider Liberty Global
- Provided experience vision to **transform GSKSource** into a service platform intended to target over **300,000 physicians**, driving revenue goals of over one billion dollars
- Led experience team effort to **architect Walgreens pharmacy benefits portal**

## / Experience

- **User Experience Consultant** (2023 - Present)  
Providing general UX consulting services for a variety of clients.
- **Senior Director, App Experience | App Orchid** San Ramon, CA (2018 - 2023)  
Built the organization's user experience practice — guiding our team hands-on through design thinking approach, execution against product roadmap, UX operations, regularly shifting priorities, and cross-functional collaboration. Accountable for multiple, concurrent UX initiatives focused on rapidly deploying transformative AI-powered enterprise applications. Evolved library of innovative UI inventions centered around building user trust, empowering user decision making, predictive analysis, entity recognition, task automation, and tribal knowledge collection. Supported sales process with detailed concepts and interactive prototypes.

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## / Contact

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## / Expertise

User-centered Design

Creative Direction

Rapid Prototyping

Cross-platform/Mobile Design

Digital Product Transformation

Discovery, Ideation & Prioritization

Qualitative User Research

Contextual Inquiry

Design Thinking

Scrum/Agile UX

Usability Testing & Design Validation

Team Leadership & Development

Stakeholder Management

Cross-Functional Collaboration

## / Tools

Figma

Sketch

Axure RP

Adobe Creative Suite

Balsamiq

Jira/Confluence

HTML/CSS\

Javascript

Visual Studio Code

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- **Associate Experience Director | Razorfish Health** Philadelphia, PA (2013 - 2018)

Discipline lead – pitched, won, and managed UX efforts for healthcare clients. Partnered with client stakeholders— leading discovery interviews, design thinking workshops, and presentations. Spearheaded research, ideation, and experience design efforts, crafting highly interactive prototypes for leadership demonstrations and user testing. Shepherded multidisciplinary project teams through agile app development process from discovery to implementation. Delivered UX documentation for all manner of digital initiatives including responsive prototypes, mobile apps, augmented reality (AR) apps, and CMS-driven implementations.

Key clients: St. Jude Medical, Otsuka US, AstraZeneca, Rite Aid

- **Director, User Experience | Empathy Lab** Conshohocken, PA (2009 - 2013)

Led qualitative user research studies with a variety of audiences — designing, conducting, analyzing, and applying insights. Guided growing team of UX architects — providing strategic oversight and mentorship. Built client and partner relationships— leading stakeholder interviews, presentations and design workshops, evangelizing design thinking with both peers and clients. Specialized in leading research and experience design for cable provider and film studio clients including cross-platform TV everywhere initiatives.

Key clients: Liberty Global, Sony Home Entertainment, USA Network, DIRECTV, Cogeco Cable, Walgreens, GSK

- **Senior Experience Architect | Razorfish** Philadelphia, PA (10/2007 - 10/2009)

Responsible for delivering information architecture and interaction design artifacts for top-tier clients. Led qualitative user research studies — creating personas and mental models for healthcare professional initiatives from which findings were used to further national healthcare practice within Razorfish. Collaborated with strategists to deliver experience briefs detailing strategic vision and tactics for client stakeholders and executional teams. Trained and provided consultation to editorial clients in web content strategy.

Key clients: Philly.com, KPMG, Wyeth Pharmaceuticals, Fuji Film

## / Education

**Kutztown University** Kutztown, PA (1998)

Bachelor of Fine Arts, Communication Design

## / Life

Outside of my career, I enjoy underwater exploration of tropical seas, and I am a certified scuba divemaster and instructor. I like to frequent my home gym, and train Thai boxing. I love working with my hands — experimenting with woodworking and home improvement projects, creating a home for my family.