

Jamie Thomas

I AM THE HUMAN IN THE LOOP

Over twenty years across digital and data marketing, B2B platform design, and award-winning creative leadership, combined with a habit of getting into the work, not floating above it. I design the workflows operators trust when they turn data and signals into fast, high-stakes decisions, and I lead the teams that build them without dropping the craft. When access to a real-world user is blocked, I build the AI proxy and keep moving rather than wait. Equally comfortable in a discovery session with a CMO, a research conversation with a clinical practitioner, and a Figma file at midnight when something has to ship.

WHAT I DO

- **Information architecture for high-surface-area products:** navigation, taxonomy, page hierarchy, language, concept grouping.
- **Critical workflows for operators:** triaging signals, configuring actions, reviewing AI outputs, and approving high-stakes decisions.
- **Design systems in production:** components, tokens, patterns, governance, accessibility, role-based usage, engineering partnership.
- **User research:** with operators, senior practitioners, account leads, and executives, including AI-proxy methods when access is blocked.
- **Client leadership and business development:** owning senior client relationships, leading discovery and pitches, and helping shape what the business should do, not just what the data says.
- **Visual craft** that holds up under skeptical executive scrutiny.
- **Cross-functional partnership** with engineering, solution architecture, data architecture, and product leadership.
- **Building and mentoring teams of 15+** across UX, IA, research, visual, motion, copy, and production.



IBM | Senior Manager, UX & Design | 2024 – Present

Lead UX strategy, IA, and design across enterprise client engagements in Healthcare and Life Sciences, Aerospace and Defense, Automotive, Retail, and Consumer.

Featured engagement: iRhythm Technologies, Design Lead, TraceQA (2025). Led redesign of the in-house ECG analysis software clinicians use to review patient scans, the human-in-the-loop layer of an AI-assisted clinical workflow.

- Cut technician review time by 22 to 58% by removing steps from the analytics workflow and simplifying the UX. Throughput improved and technicians went on record about the quality-of-life gains.
- When practicing technicians were unavailable for direct interviews, built a “virtual AI ECG technician” at calibrated skill levels so design and product teams could run early discovery against a defensible proxy. Used AI to design for an AI-assisted workflow.
- Partnered end to end with the client product owner, IBM engineering, and clinical SMEs across discovery, research, IA, interaction design, and validation.

Across the broader portfolio:

- Design IBM's global training program for AI adoption across the product-consultant practice. Roll out IBM Consulting Advantage, IBM's internal AI delivery platform, at the team level, and coach individual contributors on which AI tools fit which tasks.
- Run discovery and stakeholder workshops with senior client executives, surfacing what the business needs to be true, not what stakeholders wish were true.
- Mentor designers across the practice. Earned IBM Enterprise Design Thinking Co-Creator credentials and apply the framework on engagements rather than parking it on a wall.

OMNICOM

Omnicom | **Amp** | Senior Vice President, UX/Product | 2020 – 2023

Omnicom startup built for tech-centric work. Reported to the CEO. Owned UX/IA and the design system for the in-house B2B platform serving third-party automotive operators.

- Drove dealership participation from below 30% to 98% through information architecture and governance, not features. The number that says operators trusted the platform enough to use it on their own.
- Owned the platform's information architecture from navigation model down to page hierarchy. The hard problem was a sprawling toolset for users who needed self-service confidence, not a guided tour.
- Owned the design system end to end, from atomic components to governance. Defined role-based usage, admin capabilities, and contribution patterns, led accessibility rules, and curated the scaling roadmap so engineering partners could extend the system without me on every commit.
- Translated executive product strategy into a roadmap the team could ship against, and made the case in the room when a feature should be cut, sequenced differently, or owned by someone else.

Omnicom | **Targetbase** | VP, Group Creative Director | 2008 – 2019

Led product, UX, and digital strategy across a data-driven platform and national brands including Michaels, Honda, Acura, Tempur-Pedic, and Galderma.

- Co-led a multi-tenant marketing intelligence platform with the CTO: customer 360, role-based BI, and predictive scoring that turned first-party data into decisions operators could act on. In production five years, anchoring new business.
- Michaels.com redesign. Led the IA to turn a sprawling retail site into a navigable hierarchy for both project-driven crafters and casual browsers. Restructured taxonomy, audited content, and built the navigation model the rebuilt site shipped on.
- SYNERGY initiative. Designed and rolled out a Design-Thinking-grounded delivery process across the agency to fix inconsistent workflows and budget overruns. Made it teachable, adopted across multiple client teams as the default way of working.
- Built and mentored multi-disciplinary teams across UX, design, research, copy, art direction, motion, and production.

Earlier Roles | **2000-2007**

Digital Creative Director at Omnicom GSD&M, Winnercomm, and Ackerman McQueen; Associate Creative Director at Temerlin McClain. Built and led digital creative teams during the period when agencies were figuring out what digital meant. Clients included AT&T, US Air Force, BMW, AARP, ESPN, American Airlines, Subaru, Match.com, and Verizon. Award-winning work regionally and nationally.

GSD&M

CERTIFICATIONS

- IBM Generative & Agentic AI Expert Designer
- IBM Generative & Agentic AI Foundation
- IBM Growth Behaviors
- IBM Enterprise Design Thinking
- Product Management Foundations (IBM)
- Digital Product Engineering Essentials (IBM)
- IBM Garage Essentials.

TOOLS & ENGINEERING PARTNERSHIP

Figma (daily driver: component libraries, tokens, prototypes),
FigJam, Miro, Axure, Adobe Creative Cloud (Photoshop, Illustrator,
After Effects, InDesign), Blender, WordPress, HTML/CSS.

I don't write production code. I lead engineers. I show up to technical reviews, ask the questions that matter, and translate design intent into specs engineering can build to. Twenty years of doing this means I know when "we can't do that" actually means we can't, and when it means we don't want to.

EDUCATION

Studied Fine Art, Commercial Art, and Mechanical Engineering at Hinds College and the University of North Carolina at Charlotte.