# Jeffrey Neumann

*Senior Product Designer | UX/UI Specialist | GenAI Strategist*
Cleveland, OH • Remote-Ready • (440) 821-9949 • jeff@jfsn.com

LinkedIn • Portfolio

## Summary

Multidisciplinary designer and AI strategist blending **40+ years of creative excellence** with over a decade of **UX/UI leadership**. I specialize in turning complex ideas into elegant interfaces—and using **GenAI** to make digital experiences smarter, faster, and more personal. Passionate about bringing imagination and structure together to solve real problems.

## Career Highlights

- Boosted user retention by **45%** for fintech product using AI-personalized experiences.
- Designed Brand Brain for Unilever—**40%** faster global brand asset delivery using GenAI.
- Cut compliance errors by **25%** through HUD-compliant digital workflows for federal systems.

## Core Competencies

- **Generative AI & Integration**:
  Prompt Engineering │ LLM Fine-Tuning (GPT-4, Claude) │ AI-Driven Personalization
- **Human-Centered UX**:
  User Research & Personas │ Interaction Design │ A/B Testing │ WCAG 2.1 AA Compliance
- **Scalable Design Systems**:
  Token-Based UI Foundations │ Figma (AI Plugins) │ Design-to-Dev Handoff
- **Leadership & Strategy**:
  Cross-Functional Design Leadership │ Agile MVP Development │ Product Roadmapping

## Technical Skills

**AI Tools**: ChatGPT, MidJourney, Figma AI, and other generative design tools

**UI/UX Design**: Figma (Advanced), Adobe Suite, Relume, Lovable, Trickle

**Front-End**: HTML5, CSS3, Tailwind CSS, JavaScript, React (Basic Prototyping)

**Collaboration**: Jira, Slack, FigJam, Microsoft Teams

## Professional Experience

**UX/UI Designer & AI Strategist** │ Freelance (Fintech, SaaS, Enterprise Clients)
Remote │ 2023–Present

- Boosted fintech user retention by **45%** via AI-driven personalization algorithms, serving monthly active users.

- Accelerated product launches by **25%** by implementing reusable, AI-enhanced design systems.
- Led UX strategy for Unilever's Brand Brain, leveraging GPT-4 and MidJourney to streamline global brand asset generation (**40%** faster consistency).
- Strengthened client retention by **90%** through high-impact AI/UX solutions tailored to key business partners.

**Design Consultant** │ CGI Federal (Housing Program Management)
Cleveland, OH │ 2014–2023 │ Transitioned to freelance in 2023

- Enhanced usability for **340K+** users, reducing support requests by 30% via intuitive UI redesigns.
- Designed CGI Notify®, an AI-powered emergency communication platform, improving federal response workflows by **80%**.
- Sole designer collaborating with a 5-member Agile team to overhaul IoT platform UX/UI, boosting operational efficiency by **50%**.
- Spearheaded HUD-compliant digital workflows, reducing compliance errors by **25%**.

**Principal Designer** │ OEConnection (Automotive B2B Solutions)
Richfield, OH │ 2011–2014

- Increased mobile engagement by **25%** through data-driven UI redesigns for B2B automotive apps.
- Cut review cycles by **50%** using modular design systems and collaborative Bootstrap workflows.

## Featured Projects

**Brand Brain (Unilever)** │ Product Designer, 2023
AI-powered branding platform leveraging multiple GenAI tools to automate asset generation, improving global brand consistency by **40%**.

**CGI Notify®** │ Product Designer, 2022
Emergency communication tool with AI-driven user prioritization, adopted by **15+** federal agencies.

## Education

**BFA in Industrial Design** │ Cleveland Institute of Art │ 1978
Specialization: Human-Systems Design & Creative Direction

## Client Feedback

"Jeff's AI-enhanced solutions transformed our branding workflows, saving 200+ hours annually."
— **Jeff Adams**, Director, CGI Federal