

JERMAINE RICHARDS

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AI Product Strategist

AI STRATEGY - WORKFLOW AUTOMATION - USER EXPERIENCE

AI product strategist specializing in generative AI integration and user-centered design systems. Proven track record in architecting SaaS automation platforms that reduce operational complexity and drive business outcomes across healthcare, corporate travel, and field service industries.

Thrives in collaborative environments, working effectively with business analysts, researchers, communication specialists, engineers, and other designers.

Consistently built positive relationships and fostered synergy across business lines and global units to drive organizational success.

AREAS OF EXPERTISE

Adobe XD	Design Systems	Wireframing
Figma	Product Design	UI/UX Design
MindStudio	Sitecore CMS	Usability Testing
Generative AI Integration	NLP	User Research

BENCHMARKS & ACCOLADES

Lead Kaizen Journey Mapping & Personas • Danaher Diversity & Inclusion Presidents Kaizen • Int'l. Web Design Association • Featured How Design Magazine • Best Self Promotion Piece, Merit • Featured in The Press-Enterprise • Logo Lounge Master Library • Brand Design Volume 6

PROFESSIONAL EXPERIENCES

Independent Consultant

March 2025 – Present

AI PRODUCT STRATEGIST | DESIGN & IMPLEMENTATION

Design and implement AI-powered SaaS platforms for workflow automation and predictive intelligence.

- SaaS AI Automation (SiteWalks): Architected a voice-to-report mobile platform, reducing field inspection reporting time by 90%.
- Predictive Intelligence Platform (CapTrav): Designed executive dashboards and UI kit enabling automated travel spend analysis, policy compliance monitoring, and cost benchmarking.
- End-to-End AI Product Architecture: Spearheaded strategic integration of generative AI across SaaS platforms, transforming unstructured data into structured enterprise insights.

Beckman Coulter

Dec 2016 – Feb 2025

SR. EXPERIENCE DESIGNER

Lead user research and design initiatives to improve customer engagement and conversion rates.

- Facilitate immersion activities with key clinical laboratory customers (e.g., Clinical/Medical Directors, Medical Technologists) and report actionable findings to stakeholders.
- Create alignment with brand initiatives to unify product design and branding guidelines, increasing brand loyalty by 15%.

PROFESSIONAL EXPERIENCES (CONT.)

- Create design systems and product specifications for the global marketing website and e-commerce platforms.
- Collaborate with cross-functional teams, including web developers, product managers, and marketing, to ensure successful product launches and drive user adoption.
- Conduct in-depth qualitative research, including user interviews, focus groups, and usability testing, to uncover deep insights and unmet needs not surfaced through quantitative analysis.

Samsung Research America

Dec 2014 – Jun 2016

UX/UI DESIGNER

Collaboration with a team of engineers to conceive, develop, and present innovative visual design solutions focused on TV viewership behavior.

- Delivered product design improvements based on research and analysis of consumer behaviors.
- Led the design and development of dynamic brand identity systems, delivering cutting-edge visual solutions that captivated television viewers and enhanced engagement.
- Created wireframes, rapid prototypes, and specifications to enhance the functionality of digital products.
- Designed data visualization for the DMS weekly report and the ACR (Automatic Content Recognition) analytic web portal.

EDUCATION & CERTIFICATIONS

Bachelor of Communication Arts

The Art Institute of Atlanta

Leadership Principles

Harvard University

Insights For Innovation

IDEO

Digital Psychology Specialist

CXL Institute

Human-Centered Design

Acumen/IDEO

Human-Computer Interaction

Interaction Design Foundation

Generative AI Productivity

Microsoft

AI Prompt Essentials

Google