

Jamie Mace

<https://www.linkedin.com/in/jamiesketches> | www.jamiesketches.com

Sr Creative Designer / HMI Team Lead / Sr UXUI Designer

Strategic Visual Storyteller Specializing in Branding, Marketing, and Digital Design

Creative leader with 16 years of visual and UX/UI design expertise—including 7+ years in technical B2B and software-focused roles. Proven record of building cohesive brand systems, designing digital and print assets, and guiding cross-functional teams and external agencies to deliver compelling visual experiences that resonate with both technical and non-technical stakeholders.

Professional Experience

American Rheinmetall | HMI Lead & UI/UX Designer

September 2023 – Present

- Lead rollout of a robust **Atomic Design System**, driving brand consistency across military-grade software and marketing materials.
- Design high-fidelity prototypes, illustrations, diagrams, and in-app UI components for soldier-facing dashboards and demos.
- Own visual direction and design documentation, chairing monthly UX/UI reviews and facilitating alignment across stakeholders.
- Collaborate with external agencies and development teams to maintain brand consistency and enforce digital guidelines.
- Mentor and guide a team of three contracted UX/UI designers and developers, providing feedback and ensuring stylistic quality.

Key Accomplishments:

- Developed and implemented a cohesive Atomic Design System, improving design scalability across multiple interfaces for the advanced military combat vehicle software system.
- Elevated the overall quality of UX/UI output through mentorship and strategic direction, positioning the design team as a critical asset in the product development process.

Wellsense, Inc. | Marketing & UXUI Design Specialist

November 2016 – September 2023

- Developed brand systems for medical devices, creating UI graphics, print and digital campaign assets, and social templates.
- Led 40+ visual projects annually, with rapid prototyping and delivery cycles using Figma and Adobe Creative Cloud.
- Managed third-party vendors and mentored external contractors to ensure coherence across technical and marketing outputs.
- Crafted presentation decks, scientific posters, and training manuals tailored to both engineering and clinical audiences.

Key Accomplishments:

- Successfully led the UX/UI design initiative and direction for numerous medical device interfaces, ensuring compliance with user needs and regulatory standards.
- Enhanced brand consistency across digital platforms and marketing materials.

Biopelle | Senior Graphic Designer & Marketing Coordinator

June 2014 – November 2016

- Designed campaign visuals, packaging, and event branding for skincare product launches within a regulated industry.
- Coordinated trade show execution, including creative assets and print deliverables to elevate brand presence.

Key Accomplishments:

- Improved client engagement through personalized marketing materials.
- Streamlined event coordination, enhancing company visibility at industry events.

HoMedics, Inc. | Creative Services Graphic Designer

November 2006 – June 2014

- Created packaging concepts, product illustrations, instruction manuals, and ad layouts.
- Led branding efforts for product lines using hand-drawn illustration and typography techniques.

Key Accomplishments:

- Successfully branded a new electronics line, driving market interest and sales.

Education

Bachelor of Fine Arts (BFA), Illustration

College for Creative Studies | Detroit, MI

Graduated: 2010

Skills & Expertise

Brand & Visual Design: Brand identity, typography, illustration, print & digital layout

Digital Design Systems: Atomic/Component-based UI systems, Figma, Adobe Creative Cloud

Multimedia: Diagrams, social media visuals, motion graphics, presentation decks

Collaboration: Agency partnerships, developer coordination, mentor/IC leadership

Process: Rapid prototyping, iterative ideation, stakeholder presentations, sprint facilitation

Portfolio: www.jamiesketches.com (for additional content please ask)

LinkedIn: <https://www.linkedin.com/in/jamiesketches>