Jaemi Aoh

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Creative Director | Brand and Creative Direction | UX Research and Design Systems | B2B and Technical Content

Summary

Creative Director with 20+ years of experience in brand design, UX research and content, across manufacturing, education and training, SaaS, insurance and financial services, publishing, and CPG. Fortune 500 experience at IBM/Kyndryl and Erie Insurance. Today I lead brand strategy, creative operations and multi-channel marketing for three divisions at Beaumont and the American Injection Molding (AIM) Institute, with a team of four across UX research, brand design and content production. Background in generative and evaluative UX research (Kyndryl, Cayuse, Erie Insurance), enterprise brand modernization, and FDA/USDA-regulated packaging. I use generative AI tools in day-to-day creative production.

Skills

Creative Leadership: Creative Direction, Brand Strategy, Creative Operations, Cross-Functional Team Leadership, People-First Mentorship, Vendor and Agency Oversight, DesignOps, Operations Management
Brand and Campaigns: Enterprise Brand Architecture, Brand Standards and Governance, Visual Identity, Integrated Multi-Channel Campaigns, Product Launch and Credential Marketing, Story Branding
Experiential: Tradeshow and Booth Design (NPE), Executive Summits and Facility Tours, Environmental Design, Digital Signage Networks
Content and Growth: Organic Content Strategy, LinkedIn Community Growth, Infographics, Interactive Digital Assets, Short-Form Video Content, Content Testing Framework, Engagement Analytics, Modern Search Optimization (SEO/GEO/AEO)
UX and Experience Strategy: Generative and Evaluative UX Research, Usability Testing, Jobs-to-be-Done (JTBD), Journey Mapping, Service Blueprinting, Figma Wireframing and Prototyping, Design Systems and UI Pattern Libraries, WCAG Accessibility Standards
Marketing Systems and Tools: HubSpot CRM and Marketing Automation, Email Marketing, Social Scheduling, Generative AI Workflow Integration, Figma
Packaging and Production: FDA and USDA Packaging Compliance (CFR Title 21), Clinical/OTC and Pediatric Nutrition Labeling, Pre-Press and Production Proofing, Print Collateral

Experience

Beaumont and the American Injection Molding (AIM) Institute – Erie, PA

Creative Director | Jul 2023 – Present

Direct brand strategy, creative operations and multi-channel marketing across three divisions: Education & Training (the AIM Institute), Manufacturing, and Engineering Solutions. Manage and mentor a four-person multidisciplinary team across UX research, brand design and content production. I have budgeting experience; at Beaumont and the AIM Institute I manage budgets and work with agencies.

- **AIM Institute growth:** Helped the AIM Institute expand into Latin America, bring the Plastics Technology two-year program (PT program) to Latin America, and reach record student attendance.
- **Audience growth:** Built an organic content strategy that grew the core LinkedIn community by 197%, from a 3,800 baseline to 11,299+ industry professionals, adding 120–200 qualified manufacturing and plastics followers per month.
- **Credential marketing:** Directed the visual identity and promotional campaign for the rollout of the Plastics Technology Certificate Program.
- **Academic partnership launch:** Led creative for the launch of the 2- and 4-year college degree pathways with PennWest University.
- **Technical content:** Turned complex technical training frameworks, including 340-hour classroom curricula and 4,000-hour corporate apprenticeship programs, into clear infographics, interactive digital assets and short-form video.
- **Strategic partnerships:** Aligned joint messaging with Autodesk leadership to direct communication strategy for the global Autodesk Moldflow User Group; positioned material testing lab data across facilities in Syracuse, NY, and Melbourne, Australia to support first-time-right mold manufacturing.
- **Experiential and executive events:** Directed booth architecture and creative marketing for the company's presence at the National Plastics Exposition (NPE); led creative planning and facility tours for the Beaumont Executive Summit for visiting C-suite and HR leaders.

- **Community campaigns:** Created brand storytelling, landing page visuals and digital campaign assets for the Mike Sepe Memorial Initiatives, raising visibility of corporate matching grants and driving contributions to the SPE Mike Sepe Memorial Fund.
- **Content testing:** Built a research-driven "Four Pillars" content testing framework across all three divisions to test messaging early and pivot based on engagement analytics.
- **Marketing systems:** Integrated HubSpot CRM to centralize contact segmentation, automate targeted email marketing and manage social scheduling; planned and deployed a connected digital signage network across 3 facilities.
- **Team culture and AI workflows:** Built a people-first team culture focused on psychological safety, project ownership and multidisciplinary growth; integrated generative AI tools into daily creative pipelines to speed up prototyping and production.

Kyndryl – Remote, United States

Senior Lead Experience Researcher | Dec 2022 – Jul 2023

Led enterprise UX research across cloud and IT infrastructure offerings, aligned with executive business priorities.

- **Executive advisory:** Reported directly to President Jamie Rutledge, translating user research into executive-ready strategic reports that informed C-suite roadmap prioritization and go-to-market decisions.
- **AI platform research:** Established user-centered research frameworks for key enterprise operational components of the Kyndryl Bridge AI-driven platform.
- **Domain research:** Directed qualitative and quantitative research across AI Integrated Ops, Financial Ops (FinOps) and DevSecOps, delivering insights that shaped product roadmaps.
- **Enablement:** Built and delivered training on Jobs-to-be-Done (JTBD) frameworks and usability testing protocols for product and marketing teams across global cohorts.

Cayuse – Portland, OR (Remote)

User Experience Designer | Mar 2022 – Nov 2022

Delivered UX research and product design for cloud-based research administration SaaS platforms.

- Designed and launched a streamlined procurement ordering workflow within a 3-week design cycle, improving system efficiency and user satisfaction.
- Ran large-scale generative research using contextual inquiry and observational interviews to find critical user friction points.
- Created service blueprint maps and architectural models that set the baseline for the future-state MVP platform rewrite.

Erie Insurance Group – Erie, PA | Sep 2014 – Mar 2022

User Experience Designer | Mar 2017 – Mar 2022

- Led UX design initiatives across core enterprise verticals, including Agent System Record, Customer Service Hub and Personal Auto.
- Served as UX lead within the Innovation & Service Design group: qualitative user research, journey mapping and interactive prototyping for complex service challenges.
- Maintained and evolved the enterprise UI pattern library in code and design files, ensuring WCAG accessibility compliance and cross-product scalability.

Brand Lead Designer | Sep 2014 – Mar 2017

- Selected as 1 of 3 Senior Staff Designers to work with external brand consultants to review, redefine and govern the 90-year corporate brand.
- Led brand review work informed by market research and qualitative input from insurance agencies, policyholders, employees and executive leadership, including Chairman Tom Hagen and CEO Tim NeCastro.
- Established modernized brand standards, typography hierarchies, primary color palettes and foundational marketing collateral for external independent insurance agencies.
- Contributed environmental design vision for the new Thomas B. Hagen building; partnered with leadership on culture messaging, reinforcing the motto "Know, Think, and Do" and establishing the IT Division motto, "Never Lose the Human Touch."

Carolina Academic Press – Raleigh-Durham, NC

Digital Publications Developer | Dec 2012 – Sep 2014

- Managed the digital transformation and distribution of 90+ academic books and law journals with national law faculties; designed 32 publication covers and managed distribution channels across Apple and Amazon platforms.

University of North Carolina at Chapel Hill – Chapel Hill, NC | Jun 2009 – Dec 2012

Communications Specialist – Grants Facilitator | Apr 2010 – Dec 2012

- Coordinated multi-department communications, budget proposals and regulatory compliance reviews for complex federal grant applications with the Sponsored Research, IRB and IACUC offices.

Information Technology | Jun 2009 – Apr 2010

- Handled computer hardware configuration, network troubleshooting and system reimaging for academic faculty and departmental staff.

PBM Products – Gordonsville, VA
Brand Packaging and Web Designer | Sep 2007 – Jun 2009
Managed end-to-end packaging design, digital brand assets and regulatory compliance for store-brand infant formulas, pediatric nutrition and clinical/OTC pharmaceutical product lines.
- Directed packaging artwork in strict adherence to FDA regulations, CFR Title 21 requirements, USDA mandates and OTC/pediatric nutrition labeling rules.
- Worked directly with Regulatory Affairs, Quality Assurance and Legal on safety warnings, nutrient tables, ingredient disclosures and claim substantiations, with zero regulatory infractions.
- Maintained visual identity and packaging guidelines across major national retail brands: Target (Up & Up), Walmart (Parent's Choice), Sam's Club (Member's Mark) and Costco (Kirkland Signature).
- Prepared high-volume production mechanicals, reviewed printer proofs and managed prepress checks across cans, pouches, labels and corrugated materials.

Boar's Head Inn – Charlottesville, VA
Web and Graphic Designer | Dec 2006 – Sep 2007
- Designed marketing web pages and sales collateral; reviewed printer proofs.

Photoworks Creative Group
Graphic Designer | Jul 2004 – Nov 2006
- Designed trade show displays (Nimlok systems), banner graphics, Fuji proofs and print collateral.

Education

Bachelor of Fine Arts (B.F.A.) in Graphic Design – James Madison University | 1999 – 2003

Certifications

- DesignOps: Scaling UX Design & User Research – Nielsen Norman Group (NNg)
- Usability Testing – Nielsen Norman Group (NNg)
- Lean UX and Agile – Nielsen Norman Group (NNg)
- PET Analysis Training & UX Basics – Human Factors International
- Enterprise Design Thinking Practitioner – IBM / Kyndryl
- Certified Accounting II for PreAward Federal Grant Administration – NCURA