



# JEREMY DICKENS

USER EXPERIENCE DESIGN

📍 Atlanta, GA  
📞 404-578-7760  
🌐 [jeremydickens.com](http://jeremydickens.com)  
✉ [jeremy@jeremydickens.com](mailto:jeremy@jeremydickens.com)

# EMPOWERING TEAMS FOR EXCEPTIONAL RESULTS

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## My values guide me to

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**01** Lead with  
honesty and  
integrity

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**02** Relentlessly  
advocate for  
the customer

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**03** Establish high  
standards

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**04** Build high  
performing  
teams

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**05** Maximize  
product value



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## SKILLS

Creative Direction  
Design Systems  
User Experience  
Information Architecture  
Agile, Scrum, Lean UX  
Product Management  
Mixing Engineer  
Audio Production

## EDUCATION

**Bachelors of Fine Art,  
Graphic Design**  
The Art Institute of Atlanta  
2000-2004

## CERTIFICATIONS

**Scrum.org**  
(PSPO II) Professional Scrum  
Product Owner™  
2023  
  
(PAL-EBM) Professional Agile  
Leadership - Evidence-Based  
Management™  
2023  
  
(PSPO I) Professional Scrum  
Product Owner  
2022  
  
(PSU I) Professional Scrum with  
User Experience  
2022

## EXPERIENCE

- Associate Director User Experience** 2022 - Present  
Cricket Wireless | AT&T  
Led the Design Strategy Team in creating Cricket's inaugural design system, conducting UX evaluations, providing improvement recommendations, and researching best practices to shape present and future digital strategies.
  - Introduced Cricket's design system, fostering a cohesive user experience.
  - Defined UX and design best practices to guide working teams effectively.
  - Revamped Cricket Wireless' website architecture for improved SEO, increased traffic, and enhanced engagement.
- Product Owner - myCricket App** 2018 - 2022  
Cricket Wireless | AT&T  
Led a highly skilled agile team to deliver groundbreaking solutions for the myCricket mobile application.
  - Crafted a strategic roadmap resulting in a 20% boost in login success and a 31% increase in payments.
  - Incorporated user feedback into every stage of the app's development, leading to an average star rating of 4.5+.
- Associate Director User Experience** 2016 - 2018  
Cricket Wireless | AT&T  
Led a high-performing team in successfully redesigning the myCricket application, aligning with modern standards and ensuring scalability for future growth.
  - Fostered an innovative and collaborative culture, driving results throughout the redesign process.
  - Revamped the myCricket Application, meeting strict accessibility standards, aligning with business objectives, and achieving a 233% increase in user adoption.
- Senior Design Lead** 2013 - 2016  
Cricket Wireless | AT&T  
Pioneered innovative visual solutions for Cricket Wireless, elevating user engagement and satisfaction.
  - Implemented a mobile-first strategy, resulting in a 67% increase in website traffic and revenue growth.
  - Implemented strategic enhancements to the global navigation system, resulting in significant improvements to conversion rates and overall performance.



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## INTERESTS

Passionate Guitarist  
Heartfelt Songwriting  
Home Studio Recording  
Released Two Full Albums  
[Learn More](#)

## TOOLS

Figma  
InDesign  
Photoshop  
Illustrator  
Lightroom  
After Effects  
Premier Pro  
Pro Tools

## AWARDS

### Webby Honoree Award

myCricket App  
The Webby's - 2021

### Cricket Summit Award

Company Top Performers  
Cricket Wireless - 2020

### Marketing Award for Excellence

myCricket App  
Atlanta Business Chronicle - 2016

## EXPERIENCE CONTINUED

**Art Director** 2010 - 2013  
Ogilvy & Mather

Managed globally recognized loyalty programs (Priority Club Rewards, British Airways) with success in engaging diverse audiences worldwide.

- Crafted compelling CRM campaigns that spanned multiple languages, resulting in remarkable increases in booking rates for IHG's & British Airways' extensive product line.
- Established high standards, efficient workflows, and optimized productivity for exceptional results.

**Art Director** 2009 - 2010  
Freelance Self-Employed

Delivered exceptional digital experiences for esteemed Atlanta agencies (LBI Interactive, Definition 6, Moxie, Ogilvy & Mather, RealView TV, Velvet Sun Builders), showcasing versatility and expertise.

- Exemplified excellent project management skills, delivering on time, within budget, and exceeding client expectations.
- Fostered strategic client relationships, enhancing digital presence for notable brands (Goody, Calphalon, Dymo, Bayer Crop Science, Coca-Cola, GE, Aflac, and more).

**Senior Graphic Designer** 2007 - 2009  
Matlock Advertising & Public Relations

Demonstrated exceptional brand stewardship, effectively reaching African American markets for esteemed clients (BMW, Chase, Nationwide Insurance, Publix).

- Exhibited outstanding leadership, orchestrating successful photoshoots, providing clear direction, spearheading new business pitches, and coordinating team members for timely project completion, exceeding client expectations.

**AD Designer** 2005 - 2007  
The Sunday Paper

Led and effectively managed the AD Department, ensuring quality assurance and seamless operations.

- Spearheaded the creation of impactful and engaging advertisements, including both new and spec ads, while also overseeing their placement on a week-to-week basis.