Jessica Page

Product Designer | Visual Designer | UX/UI Designer

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SKILLS

UX/UI Design, User Experience Design, Interaction Design, Visual Design, Design System, Consumer & Enterprise, Human-Computer Interaction (HCI), Product Strategy, Visioning, Responsive Design, User Interface Design, User Centric Solutions, User Research, Teamwork, Scrum, Agile, Wireframes, Mockups, Usability Tests, Problem-Solving, Leadership, Rapid Prototyping, Web Accessibility (WCAG), Communications, Organizational Skills

SOFTWARE

Figma, Maze, Sketch, Adobe XD, HTML5, CSS3, Canva, Optimal Workshop, Miro, Otter ai, Asana, Trello

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PROFESSIONAL EXPERIENCE

Product Designer / **KeelWorks** / Web Application / October 2023 - Present
- Designed and implemented an automated onboarding framework resulting in a 60% increase in task completion, a 25% increase in volunteer retention, and a significant decrease in onboarding-related errors by 50%
- Refined, iterated, and prototyped multiple concepts from near-term solutions to long-term aspirations for product management team, resulting in 84 high-fidelity prototype screens
- Established and managed design systems and QA/QC testing, reducing pre & post-launch issues by 30% and driving successful product release for over 250 users

Product Designer / **Connect Link** / Web Application / September 2023 - April 2024
- Led and prioritized the end-to-end design of building the MVP of a web-app first, responsive B2C learning site from scratch with cross-functional teams that resulted in a 90% success rate on usability testing prior to launching
- Defined user personas, content guide, and scalable frameworks in collaboration with researchers by drawing insights from qualitative research and in-depth competitive analysis to identify strategic opportunities
- Leveraged LXD design principles, gamification, UX laws, Web Content Accessibility Guidelines (WCAG) to deliver to high-fidelity product with visual design specification and technical documentation during hand-offs

UX Designer / **Infinite Goods** / Website Redesign / May 2023 - June 2023
- Executed an app redesign with a team of 4 to improve the task success rate by 60% through 3 rounds of usability tests by identifying shopper pain points through heuristic evaluation, quantitative, and qualitative research methods
- Ideated and delivered a 21-screen high-fidelity interactive prototype that optimized both customer needs, business goals and strategy from customer journey map, C&C analysis, and business service blueprint
- Rethought and redefined value propositions and customer journeys collaborating with business owners and growth/marketing teams, resulting in intuitive UX and increased customer satisfaction

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PROJECTS

UX Designer / **Subease** / Mobile Application / February 2023 - June 2023
- Directed a team of 4 UX designers and formulated Statements of Work (SOW), aligning deliverables within project scope timeline, resulting in the successful delivery of 15 key objectives in a tight 3-week agile sprint.
- Analyzed data from usability testing feedback sessions and used iterative design methodology to address user friction and implement redesign solutions, resulting in 0% user errors during usability testing.

UX Designer | City Alchemist Apothecary / Website Redesign / February 2023 - March 2023
- Solo UX designer on a 2-week design sprint. Redesigned a local shop website's information architecture with an added new innovative feature to optimize consumer's ecommerce experience and to increase user retention.
- Implemented and managed scalable design system, component library, and documentation software to enhance internal workflow efficiency, streamline supply chain sourcing, and accelerate processes.

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ACHIEVEMENTS

NavigatEDU / **Hackathon 3rd Place Winner** / Summer 2023
- Spearheaded the design of the tutorial browser window and lesson plan content through extensive market research, resulting in the creation of cohesive, step-by-step engaging tutorials for users during a 4-day agile sprint.
- Practiced providing feedback and receiving direction from developers building in real time.

Food Pyramid Expedition / **1st Place Best in Nation** / November 2010 - March 2011
- Collaborated with a co-designer to conceptualize, research, and develop a platform game for Green Ribbon Schools, aimed at educating students on the significance of nutritious choices.
- Orchestrated level design strategies and creating intuitive user flows and interfaces to optimize usability and navigation within the game environment.

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EDUCATION

User Experience Design Immersive / General Assembly / February 2023 - June 2023

B.S. Anthropology / Texas State University / January 2014 - May 2018