Jessica Page

UX Designer | Product Designer

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SKILLS

UX Design | User-Interface design, Ideation, Visual Design, Prototyping, Wireframing, Design Systems, Typography, Mobile Design, Web Design, UI Components, Communication Design, Design Studios, Stakeholder Presentations, Agile Methodology, UX Writing
UX Research | Competitive Analysis, Information Architecture, Data Analysis, Usability Heuristics, A/B Testing, User Research, Content Strategy, User Flows, Usability Testing, Site Mapping, Card Sorting, Personas, Journey Mapping, Empathy, User Interviews
Tools | Figma, Adobe XD, OptimalWorkshop, Survey Monkey, Google Analytics, Canva, HTML5, CSS3

PROFESSIONAL EXPERIENCE

Connect Link | UX/UI Design Intern | Startup Mobile App Design   (10/2023)-(present)
- Crafted a branding kit for the Marketing Department to use to maintain a branding consistency through various platforms, producing a 40+ Figma slide deck covering voice and tone, stylization, color, and typography guidelines, as well as reusable backgrounds and components.
- Continually researched current trends and products to deliver appealing, industry-informed designs for a SaaS startup, resulting in a 3-part research synthesis report that effectively directed the team towards aligned design strategies.

KeelWorks | Product Designer | System Design   (10/2023)-(present)
- Designed and documented design system components with variables in Figma for an employee onboarding application, resulting in enhanced UI consistency and optimizing the developer hand-off experience.
- Constructed user flows and developed sitemaps to ideate the information architecture, resulting in an intuitive design and a cohesive system for the employee onboarding application.

Infinite Goods | UI Designer, UX Researcher | E-commerce Website Redesign   (04/2023)-(05/2023)
- Executed a website redesign by identifying shoppers' pain points through contextual inquiries, and qualitative research methods, resulting in improved system usability scores (SUS) by 20% through 3 rounds of usability testing.
- Formulated comprehensive content audits to analyze the narrative structure of competitor websites, aligning with business objectives to enhance storytelling, decrease bounce rate, and increase the time spent on the website.
- Engineered responsive, high-fidelity interactive prototypes in Figma, effectively showcasing designs to stakeholders and successfully delivering all minimum viable product (MVP) requirements within a 3-week agile design sprint.

RELEVANT UX PROJECTS

NavigatEDU | UI Designer, UX Researcher | Hackathon Event   (05/2023)-(05/2023)
- 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.
- Synchronized communication efforts among a cross-functional team with visual designers and developers, facilitating the delivery of a website that seamlessly integrated design aesthetics with smooth functionality upon its launch.
- Conducted in-depth interviews with participants to uncover valuable insights, forming the basis for a well-informed and impactful website application design.

Subease | UI Designer, UX Researcher | Conceptual Mobile Application   (03/2023)-(03/2023)
- Facilitated design studio sessions with UX research team to ideate and validate design solutions, resulting in the creation of user-centered wireframes and accessibility-compliant prototypes and mockups.
- 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.

City Alchemist Apothecary| UI Designer, UX Researcher | Conceptual Website Redesign   (02/2023)-(02/2023)
- Developed and implemented a design system and style guide that streamlined internal workflow and efficiency while maintaining the current apothecary branding and aesthetics.
- Ideated and delivered a 15-screen high-fidelity interactive prototype in Figma that optimized both user and business goals based on research from C&C Analysis and Card Sorting, resulting in a 100% user satisfaction rating after usability testing.

EDUCATION

User Experience Design Immersive | General Assembly | Remote   (02/2023)-(05/2023)
Executed 6 end-to-end UX/UI design projects using agile methodologies and iterative development.
Bachelor of Science, Anthropology | Texas State University | San Marcos, Texas   (01/2014)-(05/2018)