

JESSIE UDAH

5468 La Salle Crescent, Calgary Alberta | +1 (780) 818-2031

www.jessie-design.tech | www.linkedin.com/in/jessiechidi | jessieudah@gmail.com

PROFILE SUMMARY

- **Product Designer with 4 Years of Experience in SaaS and Tech:** Focused on crafting user-friendly websites that transform visitors into paying customers. Demonstrated success across various sectors, including agencies, non-profits, fitness, and retail, with a strong track record of delivering high levels of client satisfaction.
- **Client Relationship Specialist with 4+ Years of Proven Success:** Dedicated to establishing and nurturing strong client relationships. Proficient in conveying client needs, feedback, and updates to project teams efficiently. Experienced in using project management and design tools to ensure seamless project execution.

Supplementary Strengths:

- Figma | Teams | Slack | Whimsical
- Asana | Awesome | Webvizio | WordPress
- Jira | Notion | Slack | Trello | Meetgeek
- Konvey | Google Suite | ClickUp
- Communication | Attention to detail
- User-Centered Approach
- Strong research skills
- Relationship Building & Management

WORK HISTORY

Optimize Ventures, Saskatoon, SK

UI/UX Design Team Lead

September, 2024 – Present (Full-time contract)

Optimize is a CRM platform that equips you with the necessary tools needed to grow your business.

- Leads a team of designers and developers to deliver high-quality designs
- Conduct comprehensive reviews of completed designs with teams to ensure alignment with project requirements and user needs.
- Collaborate with clients to gather feedback, understand project goals, and present design concepts effectively.
- Work closely with the project manager, developers and other stakeholders to ensure design alignment.

CTA Homes, Baltimore, MD

Design and Client Experience Manager

July 2023 – Present (Part-time contract)

CTA Home is on a mission to ensure equal housing opportunities for individuals and families.

- Supervise the design process, ensuring quality and consistency across all projects.
- Create comprehensive step-by-step guides and video tutorials to support client learning and ongoing WordPress site maintenance.
- Advocate for user-centered design principles to enhance the overall client experience.

- Present design concepts and rationales to clients and internal teams, facilitating informed decision-making.
- Build and maintain strong relationships with clients to understand their vision and ensure satisfaction

GoodLabs Studio, Toronto, ON

Product Designer

February, 2022 – April 2022 (Full-time contract)

GoodLabs builds micro team for startups and enterprises to develop wild projects.

- Collaborated with cross-functional teams, including engineers and product managers, to define product requirements and specifications.
- Developed user personas, journey maps, and storyboards to visualize user interactions and identify pain points.
- Created wireframes, prototypes, and high-fidelity mockups, ensuring a user-centered approach throughout the design process.
- Iterated on designs based on user feedback, analytics, and stakeholder input, ensuring alignment with business goals.

Tiller Digital, Calgary, AB

UI Designer

October, 2022 – May 2023

Tiller is a digital agency that helps B2B SaaS companies realize their full potential through online branding and product experiences.

- One of 4 user interface designers, reporting to the Head of Design and collaborating with multi-functional teams to create and maintain a comprehensive style guide.
- Implemented a responsive design approach, optimizing user experience across various devices resulting in a 30% increase in mobile conversions and a 10% *decrease* in bounce rates.
- Conducted extensive user research, including user interviews and usability testing, to gather insights and inform design decisions, leading to a 25% improvement in overall user satisfaction.

EDUCATION

B.sc, Communications (*Degree*) – Ensign College

Business Administration (*Diploma*) – Saskatoon Business College

Product Design (*Certificate*) – ChigiSoft Academy

Product Management (*Certificate*) – BrainStation