

Jesse James Pocisk, UI / UX & Product Designer

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Skylight Health, Design Director | Sep 2017 - Mar 2021

Lead a team of 5 designers in an effort to unify and achieve high quality results for the sales, marketing, product and branding teams. Maintained both visual and UX consistency across all projects, across multiple in house brands.

Repable, UI / UX Design Lead | Sep 2016 - Jul 2017

Conducted market research and user testing to create low to high fidelity mockups and prototypes for brand new esports products.

Sowingo, UI / UX Design Lead | Sep 2015 - Aug 2016

Rejoined Sowingo to help further develop it's design system and product user experience as it matured into a growing customer base.

Jamdeo, Senior Visual Designer | Mar 2015 - Sep 2015

Working directly with an information architect, completed visual design innovation for mobile and television interfaces.

Sowingo, UI / UX Designer | Mar 2014 - Nov 2014

Designed new digital product from the ground up. Also created promotional materials and brand guidelines.

RedTag Vacations, Senior UI Designer | Jun 2013 - Jan 2014

Completed UI design, branding and front-end development for several travel website properties.

Sheridan College, Part Time Instructor | Sep 2012 - Dec 2012

Filled in for a sabbatical leave to teach the history of computer graphics technology in weekly 3 hour lectures.

The Orthotic Group, Web & Print Designer | Sep 2010 - Oct 2011

Completed redesign of company website. Also developed branding / style guides, stationary designs, and software design improvements.

BMS Enterprises, Graphic Designer | Jun 2007 - Jul 2009

Created designs for billboards, environmental advertising, print advertising, web banner advertising, catalogs, flyers, and packaging.

Sheridan College

Sep 2009 - Apr 2010
Web Design Post Grad Certificate

Seneca College

Sep 2004 - Apr 2007
Graphic Design Advanced Diploma

Skills

Low to high fidelity design
Prototyping
Persona creation
Storyboarding
User flows
Journey mapping
Wireframing
Market research
User research
Usability testing
Print and marketing design
Creative direction
Product design
Agile experience
Design system creation
Responsive design

Tools

Adobe Creative Suite
Sketch
Figma
Axure
Balsamiq
Omnigraffle
Invision
HTML / CSS
After Effects
JIRA and related tools