

# JILENE JACKSON

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## QUALIFICATIONS PROFILE

Highly creative and multi-talented user experience and user interface designer with over eight years of experience in digital and visual design. Skilled in creating improved digital experiences when visiting a brand's website, app, or engaging with a digital product or service. Passionate about leveraging an educational background in cognitive and behavioral psychology to promote human-centered problem solving and empathy mapping. Adept at stylish and intuitive interface design through story-driven brand style guides and meticulous construction of component-based UI design libraries and iconography systems. Promotes innovative prototyping based on research and iterative testing that prioritizes user needs; that result in effective marketing strategies that connect consumers to positive brand associations. Excels within deadline-driven environments, operates with strict attention to detail. Exceptional collaborative skills that display effective communication of thoughts and ideas to clients, teammates, engineers, leadership, and product stakeholders.

## AREAS OF EXPERTISE

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| <ul style="list-style-type: none"><li>● UX/UI Design</li><li>● Visual and Interactive Design</li><li>● Human-Centered Design</li></ul> | <ul style="list-style-type: none"><li>● Wireframing</li><li>● Prototypes</li><li>● Design System Maintenance</li></ul> | <ul style="list-style-type: none"><li>● Web Editing</li><li>● Agile/Scrum</li><li>● SEO/HTML/CSS</li></ul> |
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## PROFESSIONAL EXPERIENCE

Fearless, Baltimore, MD

**Product Designer**, 2020-Present

**User Experience Designer II**, 2019-2020

Designed several client products, systems, and custom web microsites for the Center for Medicare and Medicaid Services (CMS) and the Office of Information Technology (OIT). Collaborated on UX planning and facilitated brainstorming and feasibility conversations with the design project team and key stakeholders (project managers, and product owners) and then worked closely with a design team and developers using Agile. Researched interaction design and technology trends to provide specific UX direction and solutions to complex problems for the CMS and OIT products and services. Modeled Agile product design and development for Federal clients. Conducted user research and stakeholder interviews to inform product management decisions and align with product design timelines and goals. Interviewed key stakeholders and conducted user studies. Collaborated on the development and design of user personas, journey maps, wireframes, and high-fidelity prototypes to document a user journey throughout the application.

### *Key Achievements:*

- Designed bespoke CMS emergency notification system for web and mobile with unique brand storytelling, research-informed user-centered solutions, innovative UI design, and custom design library that utilizes the USWDS and CMS Design System.
- Continuously brought new experimental ideas to the design process, fostering team engagement and creativity.
- Created multiple responsive design compositions (high fidelity wireframes and interactive prototypes) based on discovery sessions with the client using Photoshop, Sketch, and Figma.
- Turned complex ideas into easily understood visuals and suggested key information architecture improvements.
- Logo designs, technical writing, and content development to establish a new brand identity across CMS and OIT.
- Driving human-centered design culture by educating 240+ government employees to grow CMS design community by 80%.

The Storied Life, Washington, DC

**Senior Digital Designer**, 2017-Present

Managed the development of visual design, brand identity, digital campaigns, and influencer strategy, which included performing SEO audits, executing photography shoots, producing video, and conducting content analysis. Maintained HTML updates for the appearance and content of the website through weekly editing and optimizing sitewide SEO. Negotiated with prominent national and local companies to earn 12 paid partnerships and two magazine publications.

### *Key Achievements:*

- Building and improving screen/page navigation and front-end development editing of UI elements in WordPress.
- Prototyping fashion mobile app using Figma as a finalist for 2019 Net-A-Porter magazine's Incredible Girls Competition.
- Diligently supervised 90% of art direction and content creation for graphic designs, web editing, and email marketing.
- Designed landing page and email marketing design with video resulting in 82% welcome email open rate and 57% click rate.
- Shot photography and videos for digital campaigns increasing click rates by 13%, and post engagements increase by 26%.

Sophie Blake NY, Fairfax, VA

**Graphic Designer**, 2018-2019 (*Freelance Independent Contractor*)

Created graphics for @SophieBlakeNY social media, website and blog that met brand and cross-channel use standards. Led the art direction for five social media accounts, email campaigns, YouTube videos, and new jewelry lines.

### *Key Achievements:*

- Graphic design and blog content creation for “The SB Journal” with marketing campaign that increased subscribers by 25%.
- Created Pinterest pin graphics which increased monthly organic traffic by 550,000 and pin virality by 45%.

LMO Advertising, Arlington, VA

**Social Media Strategist, 2018-2019**

Design graphics and execute social strategies for @LMOADV specific events or campaigns to optimize reach on the various social platforms for five clients, including ODL, Inc, United States Coast Guard, Novant Health UVA Health System, and Graduate Management Admissions Test. Graphics designed for client campaigns to increase brand awareness and drive revenue.

*Key Achievements:*

- Created 40% of in-house graphic design work for clients when the client reached workload capacity.
- Directed 85% of content development between five clients without direction from management.
- Enhanced the organizational process for the company, which resulted in employees saving 60% of time in their day.

Creative Circle, Washington DC

**Graphic Design Coordinator, 2018 (Freelance Independent Contractor)**

Served as the social, graphics, and video communications lead for the National Parent Teacher Associate (PTA) to spread its message across digital media. Produced 75% PTA Connect Grants videos and created graphics for Facebook Live using Mevo and Animoto.

*Key Achievements:*

- Raised \$2,688 for National PTA’s Reflections on the Arts for #GivingTuesday through creating live video content.

Aerotek, Fairfax, VA

**Digital Media Strategist, 2018 (Freelance Independent Contractor)**

Created new design themes for @NavyFederal media strategy and collaborated with team leads on how to proceed forward. Reported organic and paid media analytics and marked any potential issues to address with the Lead Social Strategist. Optimized for SEO and edited over 150 YouTube videos for five clients, including producing Navy Federal Credit Union’s “Let’s Talk” series.

*Key Achievements:*

- Influenced VidIQ purchase for YouTube analytics, increasing video views by 24% and SEO score by 92% in four months.
- Recruited 8 million new members to Navy Federal Credit Union through the Our Members are the Mission campaign that received 19K YouTube views and an 87% SEO score.

Urban Chic Media, Arlington, VA

**Digital Designer, 2018 (Freelance Independent Contractor)**

Implemented user experience design principles for client @BodyRenn to increase website visibility and improve SEO score. Curated custom graphics to launch @BodyRenn Pinterest and Instagram accounts. Created new design themes for the client's brand marketing collateral. Designed mood boards and graphics using InDesign and Photoshop to attract social post engagement and followership.

*Key Achievements:*

- Designed assets for @BodyRenn Instagram that organically grew engagement by 7.45% in three months.

**ADDITIONAL WORK EXPERIENCE**

**Marketing Associate, The Clapham Group, Springfield, VA, 2017-2018**

**Psychiatric Milieu Therapist, Fort Belvoir Community Hospital, Fort Belvoir, VA, 2011-2017**

**Child Psychiatric Specialist, Children’s National Medical Center, Washington, DC, 2008-2011**

**EDUCATION/TRAINING**

**Masters of Professional Studies in UX Design (GPA 4.0 - degree completion and graduation December 2021)**

Maryland Institute College of Arts, Baltimore, MD

**Bachelor of Arts in Psychology**

Concordia University Irvine, CA

**UX Certification Speciality Interactive Design**

Nielsen Norman Group (NN/g) Los Angeles, CA

**TECHNICAL PROFICIENCIES**

**Platforms:** Windows 10, Mac OS

**Design Systems:** U.S. Web Design System (USWDS), CMS Design System, Apple iOS, Material Design,

**Software:** WordPress, Sketch, InVision, Figma, Zeplin, Adobe Xd, Adobe Creative Suite, Jira, Confluence, Slack, Otter.ai, TestRail, Trello, Canva, MIRO, MURAL, FigJam, GitHub, HTML/CSS, Zoom, Accessible Colors.com, Webex, Microsoft Teams, G Suite, Outlook