JILENE JACKSON

Willing to Relocate**|** jilenej@gmail.com**|**LinkedIn.com**|**Portfolio - uxfol.io/jilenej/about - password: TENET

QUALIFICATIONS PROFILE

Senior UX/UI Designer with six years of Product and Visual Design experience. Skilled in creating improved digital experiences for brand websites, apps, or digital products or services. Leveraging a career in Psychology to promote Human-Centered problem-solving.

PROFESSIONAL EXPERIENCE

Ann Inc, New York, NY
Senior UX/UI Designer, 2022-Present
Lead UX/UI Designer of E-commerce team supporting the growth of the UX practice across Ann Taylor and LOFT. Cross collaboration with product management, engineering, digital marketing, site merchandising, and web operations teams to be a strong voice of the customer. Led qualitative and quantitative user research with Usertesting.com and leveraged user data to provide best-in-class digital experiences while balancing UX business goals. Created usable and intuitive user experiences across platforms and devices by considering market context, competitive trends, customer feedback, site metrics, and usability findings. Implemented user flows that ensure a unified experience led by a mobile-first design approach. Produced wireframes with clear information architecture and hierarchy, and user interaction models. Executed "pixel perfect" UI designs, and provided design specifications for developers. Tested the developed experience before live launch and provided feedback to developers. Mentored junior designers.

Key Achievements:
- Conceptualized and designed user experiences across devices for site-wide re-platforming and redesign using InVision, Sketch, and Figma.
- Led user persona research for Ann Taylor brands validated by user testing data to justify design decisions and new features.

Fearless, Baltimore, MD
Senior Product Designer, 2020-2022
User Experience Designer, 2019-2020

Designed several digital products, services, and web microsites for 6,241 employees of the Center for Medicare and Medicaid Services (CMS) and the Office of Information Technology (OIT). Collaborated on UX planning and facilitated brainstorming feasibility conversations with the design project team, developers, and key stakeholders (project managers, product owners, directors) and then worked closely with a design team and developers in an agile/scrum environment. Conducted user research and stakeholder interviews to inform product management decisions and align with rapid product roadmap timelines. Mentored junior designers in design skills.

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 a custom design library that utilizes the USWDS and CMS Design Systems.
- Created complex user journeys, mobile apps, and responsive web designs (high fidelity wireframes & interactive prototypes).
- Transformed complex ideas into easily understood visuals and suggested key information architecture improvements.
- Developed logo designs, technical writing, and content design 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 UI Designer/Art Director, 2017-Present

Managed the development of visual design, front-end development, brand identity, digital campaigns, photography, and influencer strategy. Maintained HTML updates for front-end application and site content through daily web editing and optimizing sitewide SEO.
Key Achievements:
- Building screen/page navigation and front-end development UI editing of HTML5/CSS3/JavaScript in WordPress.
- Executed 90% of art direction and content creation for graphic designs, web editing, and email marketing.

EDUCATION

Masters of Professional Studies in UX Design, Maryland Institute College of Art (MICA.edu), Baltimore, MD - GPA: 3.8

Front-End Website Development, Fashion Institute of Technology (FITNYC.edu) New York, NY - SCREL Certificate: Pass

TECHNICAL PROFICIENCIES

Design Systems: Apple Developer Human Interface Guidelines, Material Design, U.S. Web Design System (USWDS)
Methodology: Human-Centered Design, Agile Scrum, Lean UX, Atomic Design System, ADA & WCAG 2.0
Software: Adobe Creative Suite, Confluence, Dovetail, GitHub, Figma, InVision, Jira, Sketch, UserTesting.com, Zeplin

AWARDS

MICA UX Masters Thesis 2021 Award Winner, *UX Design Excellence in Thesis Project: American Eagle App Virtual Try-On*