Bailey Jackson

Senior UX/UI Designer

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WORK EXPERIENCE

Senior UX Designer, Owen Jones & Partners

Remote, 10/2023 - 05/2024

- Work closely with a design and development team of 20+ to redesign existing websites as well as create brand new sites for our clients.
- Conduct comprehensive user research encompassing interviews, competitive analysis, heuristic evaluation, and analytics, serving as valuable inputs for informed design decisions and validation of design solutions.
- Adhere to a structured design systems by effectively translating user goals into user scenarios, personas, flow diagrams, wireframes, prototypes, and create a style guide to align on the consistency of UI design elements for the design team. Employing tools like Figma, Miro, Google Suite, and Slack for seamless execution.
- Operate within a Scrum environment as an integral part of a cross-functional team, collaborating closely with project managers, stakeholders, and developers to align internal business insights with external user needs.

UX/UI Designer, Contract - Rooms for Medical Professionals

Remote, 04/2023 - 10/2023

- Collaborate closely with a team of five designers/researchers to analyze user feedback, identify patterns, and generate actionable insights that inform the design and functionality of the website.
- Conduct in-depth user research for a B2C website, including interviews and surveys, to gain a comprehensive understanding of the needs, pain points, and preferences of the users.
- Develop user personas and user journey maps to visualize the target audience's experiences, goals, and challenges throughout the process of finding temporary housing.
- Implement usability testing sessions to evaluate the website's interface, navigation, and overall user experience, making iterative design improvements based on user feedback and observations.

Senior UX/Creative Director, Community Life Church

Paducah KY, 07/2016 - 12/2022

- Lead the redesign and successful launch of Community Life Church's website and mobile app, incorporating user-centered design principles and UX/UI best practices to enhance the overall digital experience for members and visitors.
- Provide leadership through strong accountability and communication for both the ministry and creative teams. Provide both individual and group guidance, fostering a culture of productivity and collaboration.
- Orchestrate all aspects of communication, including social media, website, app, and live streams, to engage and connect with the target users effectively.

EDUCATION

Avocademy | *UX/UI Foundations*

SKILLS

RESEARCH: User Experience Design, Design Research, User Research, User Stories, User Flows, Personas, Site Mapping, Information Architecture, User Interviews

DESIGN: User Interface Design, Mobile App Design, Web Design, Design Thinking, Interaction Design, Design Composition, Style Guide, Typography, Wireframing, Ideation, Prototypes, User Testing, Mock-ups, Usability Testing, Branding

TOOLKIT: Figma, Miro, Invision, Sketch, Adobe XD, Google Suite, Notion, Photoshop

SOFT SKILLS: Agile Mindset, Scrum Framework, Empathy, Communication, Attention to Detail, Curiosity, Collaboration, Adaptability, Critical Thinking, Problem-Solving, Creativity, High Motivation