

JESSICA DAVIDSON

UX DESIGNER

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www.jessicarosedavidson.com

San Francisco Bay Area

PROFILE

Systematic and creative UX Designer with a strong design sensibility and exceptional communication skills. Proficient in Figma and other design tools, with expertise in designing for mobile and web applications. Skilled in distilling complex problems into simple, elegant solutions with a human-centered design approach. Proven ability to collaborate with teams and stakeholders to develop and maintain design systems and guidelines that enable faster time to market.

EDUCATION

Bachelor of Art (BA) Design Studies

San Jose State University
Aug 2013 - May 2018

UX Design Certificate

CareerFoundry
Jan 2022 - Jan 2023

SKILLS

Design

User Flows
Wireframes
Prototyping
Usability Testing
User Research
Data Visualization
User Interviews
User Personas
User Journey Maps
Information Architecture
Interaction Design
Visual Design

Tools

Figma
Adobe Creative Suite
Optimal Workshop
Usability Hub
Lucidchart
Balsamiq
Miro

PROFESSIONAL EXPERIENCE

Freelance Product Designer

Next Generation Swing Dance, Oakland, CA | **September 2022 – Present**

- Performing a comprehensive website redesign and company rebranding as operations resume following the COVID-19 shut down
- Collaborating with project manager, copywriter, and key stakeholders to revise content, information architecture, and visual layout to ensure business goals are met
- Identifying new solutions through usability testing and prototype iterations to increase user engagement and membership enrollment

Executive Assistant & In-House Designer

Creative Security Company, San Jose, CA | **December 2018 – Present**

- Facilitating healthy cross-functional collaboration and accessibility to company brand assets, significantly reducing employee time cost spent searching
- Coordinating web and marketing team initiatives with executive goals to increase lead-generation by 25% in 2021
- Revitalizing company website with a focus on SEO and responsive web design to cater to a growing mobile screen audience, ensuring cross-platform usability

Freelance UX Writer

Our Big Kitchen, Sydney, AUS | **May 2022 – July 2022**

- Developed brand tone and voice through stakeholder interviews and material reviews to deliver optimized microcopy, CTAs, and documentation for handoff to marketing
- Assisted UX and visual designers in user research to meet product deadlines by performing card sorts and treejacks to revise site map & content layout for better usability

Graphic Designer

Dance Boulevard, San Jose, CA | **June 2017 – December 2018**

- Developed and designed print materials to help dance instructors maximize lesson time, leading to an overall increase in student satisfaction and retention
- Consulted with business owners to develop new visual design approaches to print and digital marketing efforts, resulting in month-over-month increases in new students

Marketing Design Intern

Peaxy, San Jose, CA | **July 2017 – September 2018**

- Spearheaded initiative to author company story through close collaboration with the CEO, engineering, and product teams to showcase the company mission on the website
- Developed brand book and design documentation to unify voice & visuals across projects and departments, reducing employee time spent searching for design materials
- Reduced complexity of website and cognitive load by making visuals consistent