

Jacquelyn Shook *UI/UX & Graphic Designer*

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Highly versatile UX/UI & Graphic Designer and Front-End Developer known for a collaborative, solution-focused approach to the end-to-end design lifecycle. From initial research to front-end implementation, I bridge the gap between creative vision and technical execution. Deeply committed to user-centered design and accessibility, I leverage data and AI prototyping to deliver measurable growth. A proactive communicator and adaptable teammate dedicated to creating intuitive, visually compelling experiences that drive both user delight and business success.

Skills & Platforms

UX & Process: User Research, Wireframing (XD, Figma), Prototyping, Usability Testing, A/B Testing, Acceptance Testing, Accessibility (WCAG), User-Centered Design (UCD)

Design & Software: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Illustration, Wireframing, Adobe XD, Figma, Photo Editing

Web Technologies: HTML/CSS, JavaScript, Tailwind CSS, Astro, Alpine.js, Rails, AI Prompting/Leverage

Platforms & Tools: Wordpress, Squarespace, Webflow, Shopify, Salesforce, MailChimp, Sendgrid, Makeswift, Builder.io, Jira, Firefly

Work Experience

WEB DESIGNER Corefact | 2022 – Current

- **Integrated Front-End/UX Iteration:** Simultaneously prototyped, iterated on designs, and implemented front-end code (HTML, Tailwind CSS, Astro, Alpine.js) to significantly reduce design-to-development cycle time.
- Advocated for and implemented accessibility standards (legibility/scannability, chat/transcript options for voice products) to ensure inclusive design across new services and offerings.

- Designed and developed high-impact landing pages using data-driven insights to optimize user flow, resulting in measurable improvements in lead generation and conversions.
- Contributed to the ideation, design, and development of new services and offerings, enhancing the user experience and driving business growth.
- Created visually compelling design assets for web and print marketing materials, ensuring brand consistency across all channels.
- Utilized Jira to effectively manage project timelines, track tasks, and collaborate with cross-functional teams.
- Leveraged AI tools for rapid coding, enabling personal upskilling in new languages and substantially improving support and efficiency for the engineering team.
- Led high-volume email marketing campaigns and journeys using Salesforce Marketing Cloud

MARKETING DESIGNER Corefact | 2017 – 2022

- Led high-volume email marketing campaigns and journeys using Salesforce Marketing Cloud
- Produced high-quality product photography and managed product catalogs/assets, ensuring a cohesive and frictionless experience from discovery to purchase.
- Efficiently managed and organized product catalogs and design assets, ensuring easy accessibility.
- Produced high-quality product photography to enhance online product presentations and marketing materials.
- Organized and marketed webinars, collaborating with the sales team to generate leads and educate potential customers.
- Designed and developed effective landing pages to capture leads and drive website traffic.
- Managed Event Coordination and designed marketing collateral, ensuring all materials maintained brand consistency while prioritizing scannability and accessibility for attendees.

CREATIVE DIRECTOR / WEB DESIGNER babybay USA / Tobi USA | 2015 – 2017

- **User-Centric Platform Redesign:** Collaborated as one of two team members (Designer/Backend Engineer) to alter the e-commerce platform's user interface, specifically simplifying complex customization options for a bedside bassinet product.
- **Direct Feedback Loop:** Actively managed customer service calls to directly identify user experience struggles and immediately incorporate insights into the platform's design changes.

- **Demonstrated Impact:** Successfully optimized the ordering flow and clarity of customization options, resulting in a **solid increase in sales** specifically for product accessories.
- Designed targeted email campaigns (Mailchimp) and print materials, ensuring visual consistency and adherence to design principles.

PRODUCT DESIGN MANAGER Plexuss | 2014 – 2015

- **Design Process Leadership:** Oversaw the end-to-end design process for a web platform and mobile app, from initial logo/style guide co-creation to final accessibility reviews.
- Managed the rapid iteration of designs, wireframing, and prototyping for daily reviews with the executive and engineering teams, ensuring alignment with product vision.
- **Validation & Iteration:** Conducted rigorous user and usability testing to validate design hypotheses and inform product improvements, maintaining all project documentation.
- Demonstrated commitment to inclusive design by performing final site reviews to meet critical accessibility requirements.
- Played a key leadership role in hiring, including reviewing applications and conducting interviews for QA and design team members.

WEB & PRINT DESIGNER Addawg Creative | 2012 – 2014

- Developed comprehensive brand identity and style guides for diverse clients, ensuring visual consistency and future design scalability.
- Built and customized WordPress sites by modifying templates and performing advanced HTML/CSS adjustments to meet client specifications and enhance user presentation.

GRAPHIC DESIGNER Mana Productions Design Agency | Jan 2012 - Mar 2012

- Utilized early-stage UX practices by creating detailed wireframes for client review and collaboration.
- Rapidly translated the creative director's vision into pixel-perfect web pages and large-format billboard advertisements, demonstrating high proficiency in Photoshop and design tools.

Education

BA in Studio Art, Saint Mary's College Of California, Moraga, CA | 2007 – 2011

References

ANNA CAMPBELL

Director of Marketing

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JOSE PEÑA

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