



# JALEAH GREEN

VISUAL + UX DESIGNER

## EDUCATION


### Bachelor of Fine Arts in Art & Design

University of Michigan • 2019-2023

Visual Design and UI/UX

*Magna Cum Laude*

## CONTACT

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## SKILLS

- User Experience Design (UX)
- User Interface Design (UI)
- Graphic Design
- Branding
- Design Systems
- Social Media
- Adobe Creative Suite
- Figma

## WORK EXPERIENCE

### Signed By Bleuprnt

Brand Graphic Designer • Sep 2021 - Present

- Strategizes and creates impactful social media campaigns, designing batches of engaging posts for the agency's Instagram and Facebook page leading to a 82% upsurge in social media following and a 35% enhancement in user engagement.
- Developed the initial branding style from formulation to implementation across diverse social media platforms, ensuring a coherent and enduring brand identity from company launch to the present.
- Collaborates with the website team to conceptualize, design, and produce web graphics and digital marketing materials, contributing to the enhancement of visual content and promotional strategies.
- Enhances website UI by creating detailed low and high-fidelity wireframes, guiding the website team towards improved user experience for our customers.
- Designs captivating printed marketing materials for tabling events, strategically amplifying brand visibility and recognition by engaging with local businesses.

### Amazon

UX Design Intern | BUI Design System • May 2022 - Aug 2022

- Designed a highly sought-after stepper component within the Amazon Business BUI Design System, catering to desktop and mobile interfaces in the Figma library and significantly enhanced 3 distinct feature-level customer journeys on the Amazon Business website.
- Conducted comprehensive research, user interviews, and developed a thorough competitive analysis of stepper components in internal and external design systems to assist in shaping the design direction of the component.
- Crafted a high-fidelity landing page UI for the new design system documentation site, tailored across various breakpoints; this serves as the central touchpoint for Amazon Business Developers, facilitating seamless interaction and understanding between organizations.
- Executed a comprehensive brand rollout strategy and created a distinctive visual illustration style, leaving a unique and impactful mark on the design system rebrand.
- Created thorough design documentation, including design specs, style guides, and interaction guidelines, ensuring consistent design and smooth development handoffs for both the stepper component and visual illustration style.

### The Lip Bar

Graphic Design & Marketing Intern • Jan 2021 - May 2021

- Produced daily graphics for diverse social media platforms including Instagram, Facebook, and Pinterest, strategically fostering follower engagement, boosting website traffic, and driving online sales.
- Designed and edited video components for social media ads and in-feed posts, igniting customer engagement for dynamic product launches in Walmart and Target stores nationwide.
- Collaborated with the Lead Graphic Designer and Marketing team members, actively supporting a wide range of projects, including Instagram in-feed and story posts, as well as designing web elements such as banners and product imagery, which played a pivotal role in maintaining a consistent brand influence.