



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.