

Jessica Foronda

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Creative and detail-oriented Product and UI/UX Designer specializing in healthcare and medical device design. With over 20 years of experience as a Type 1 diabetic, I bring personal empathy and insight to designing user-centered solutions that make complex health needs easier to navigate. Skilled in Adobe XD, Photoshop, Illustrator, and InDesign, I develop high-quality, accessible designs that meet regulatory standards and enhance user experiences. I am passionate about leveraging my design skills to create impactful digital and print solutions that make a difference for patients and users.

Experience

Primary UI/UX Designer

Jun. 2024 – Present

Insight Solutions Narrative Analyzer and Progress Tracker

Remote

- Lead UI/UX designer for a Machine Learning framework analyzing trauma survivors' narratives, offering clinicians insights for tailored treatment plans.
- Designed secure, role-based interfaces, enhancing clinician access to progress tracking, data visualizations, and patient metrics.

Visual Designer

Jun. 2024 – Present

Stroke Rehabilitation Project (In Progress)

Remote

- Collaborating in a multidisciplinary team to develop an AR-based rehabilitation device for stroke patients, enhancing remote patient progress tracking accessible by healthcare providers.
- Designing an intuitive glass-screen interface to promote patient autonomy in at-home rehabilitation, facilitating seamless doctor-patient interaction through real-time progress updates.

Founder & Design Lead

Jun. 2022 – Present

Ambiance Design

Remote

- Spearhead the creation of brand identities through UX/UI, logo, and motion design, with a focus on enhancing client brand impact across digital platforms.
- Direct and coordinate with photographers and videographers for brand assets, ensuring visual consistency across marketing materials.
- Oversee client relationships and streamline project timelines, delivering high-quality solutions on time and within budget.

Constellation Cove

Jan. 2024 – May. 2024

Rochester Institute of Technology

Rochester, NY

- Conceptualized and developed an interactive digital experience that engaged thousands of users, focusing on seamless navigation and visual storytelling for widespread accessibility.
- Contributed 2D animated assets to enhance the visual quality and engagement of the project, resulting in high user engagement and positive feedback.
- Collaborated effectively within a cross-functional team, refining features through iterative design based on user feedback and data insights to meet project milestones on time.
- Showcased at a public event, successfully gathering feedback and enhancing the project based on real-world user interaction.
- Tools: Adobe Creative Suite, Blender, UX research.

T-Slim X3

Jan. 2024 – May 2024

Rochester Institute of Technology

Rochester, NY

- Redesigned the T-Slim X2 diabetic pump interface, incorporating feedback from user interviews and surveys to address key usability pain points.
- Enhanced device functionality by adding a more accessible insulin cartridge ejection feature and updated the color palette for improved visibility.
- Tools: 3D modeling, Blender, UX research.

- Designed and presented an interactive healthcare awareness website with data visualizations that highlighted critical mortality statistics.
- Created detailed user flows for various health conditions, emphasizing patient experiences to foster empathy and awareness.
- Utilized adaptive color schemes for disease-specific content, enhancing visual distinction and user engagement

- Enhanced user engagement by 15% by optimizing UI micro-animation elements, implementing a modernized design that aligns with accessibility standards.
- Led design and testing for a dark mode feature, resulting in increased user satisfaction and accessibility.
- Collaborated cross-functionally with design and development teams to refine interface elements, contributing to a more cohesive user experience.
- Conducted preference testing for UI micro-animations to improve usability through data-driven design adjustments; presented findings to over 800 employees company-wide.

- Improved visual hierarchy in marketing materials, achieving a 20% increase in user engagement and clarity for brand assets.
- Developed a five-page website layout for a dental client, optimizing navigation flow and enhancing the user journey.
- Executed comprehensive design processes, transforming initial concepts into functional interfaces and visual assets.

Education

Skills, Tools, & Interests

Skills

- Medical Device Design & User-Centered Design
Medical interface design, Patient journey mapping, and Usability testing for healthcare
- UX/UI Design & Interaction Design
Wireframing, Prototyping, Motion graphics with Figma and Adobe Creative Suite, and Micro and macro UI animations
- Data & Process Analysis
Experience conducting user preference testing, Data visualization, and Developing accessible interfaces

Tools

- Figma, Rive, Adobe Creative Suite, Maxon Cinema 4D, Blender, Spline, Rive, Notion, Research Gate, UX research methodologies

Interests

- Traveling, Tatting, Crocheting, Comics, Javascript, 3D Modeling, Pottery, Motion Graphics

Languages

- English (Fluent)
- Spanish (Fluent)