Jessica Gassner
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UX / UI Skills:
Heuristic Evaluation, Competitive Comparative Analysis, User Interviews, Affinity Mapping, Card Sorting, Persona Building, Task Analysis, User Flow, Prototyping, Wireframing, Process Mapping

Technology:
Adobe Suite (Photoshop, Illustrator, After Effects, Premiere, InDesign, XD, Lightroom, Bridge, Acrobat), Sketch, Figma, Invision, HTML/CSS, Mural, Miro, Confluence, Trello, Javascript, Jira, SQL, Microsoft Suite (Word, Powerpoint, Excel), Microsoft Teams, Wordpress, Mac OS and Windows, Webflow

Design Experience 01/ 2018 - Present

CGI - UX Designer (Full-Time)

Online Banking, National Bank Client   *(08/2022 - Present)*
- Update and maintain design system documentation as the definitive resource for 30 online banking designers.
- Lead weekly governance meetings with Online Banking design studio to address component usage and system functional gaps.
- Prototype the 500+ screen online banking experience using Sketch and InVision to gain senior bank leadership buy-in.
- Collaborate with 6 design teams to solve visual challenges within the bank's design system.
- Proofread and curate online banking flows for alignment with design system documentation.
- Design test newly built design system components for visual accuracy

State Government , Unemployment Job Board Site   *(03/2022 - 8/2022)*
- Conducted stakeholder interviews to understand needs for a cleaner, user-friendly experience.
- Designed user flows to integrate stakeholder interests, WCAG AA, and technical feasibility
- Facilitated affinity mapping sessions with clients to prioritize features and scope
- Collaborated with development, business analysts, and QA teams to assess technical feasibility of feature requests
- Delivered 100+ Hi-Fi designs and annotated wireframes for development deployment

Teachers1on1 - Digital Product Designer (Full-Time)   (2/2021 - 3/2022)
- Managed comprehensive component (200+) library and design files for the platform's overall appearance and functionality
- Quality tested designs on dev and live sites to ensure a bug-free platform
- Guided 10 developers to build platform features with extensive documentation and trello tickets.
- Ideated user flows for Teacher search and filter, student dashboard, and account management
- Collaborate with an international dev team spanning South America and the US

Lemonade TV - UX Design Consultant (Freelance)   (3/2021 - 01/2022)
- Led Nirvana platform design in Figma, launched November 2021, serving 30,000+ users.
- Collaborated in an agile environment to guide feature design for mass and direct messaging, live streaming, post-to-feed flow, and subscription content purchasing
- Iterated on stakeholder feedback to create flows for aforementioned features

The Proactiv Company - UX Designer | Visual Designer Consultant (Freelance)   (11/2020 - 3/2021)
- Designed e-commerce ads & emails in Photoshop for Proactiv Canada to boost sales
- Wireframed and prototyped redesigns of proactiv.com (member dashboard and subscription purchase experience) and getproactiv.ca to be mobile friendly

NKP Medical Marketing - UI Designer (Full-Time)   09/2019 - 01/2021
- Designed responsive websites for doctors of various disciplines
- Created interactive wireframes with Adobe XD and Zeplin to visualize concepts for clients and developers
- Created marketing materials (flyers, pop-ups and logos) to drive sales of products and services
- Updated 400+ Wordpress websites with HTML/CSS, Javascript and PHP to keep services and promotions up-to-date
- Collaborated and ideated with developers to launch 30+ websites per quarter

Green Bee Life - Web & Graphic Designer   01/2018 - 06/2019
- Managed and edited two WordPress sites with HTML and CSS, implementing SEO practices (alt text, headings, tags).
- Created branded ad content for company's social media promotion using Adobe Creative Suite
- Retouched product photos for company photography
- Produced motion graphics for company videos with Adobe After Effects

Education:
General Assembly, UXDI Immersive

Pierce College
Associate of Arts, Graphic Design, web development certificate

University of California, Los Angeles
Bachelor's of Arts, Japanese