JESSICA GASSNER
PRODUCT DESIGNER

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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

ABOUT ME:

Experienced UX Designer with a wide, powerful, and effective range of skill sets that include Design Systems Management, Development Handoff, and Quality Testing in highly collaborative, cross team, and remote environments.

UX SKILLS

Heuristic Evaluation, Competitive Comparative Analysis
User Interviews, Affinity Mapping, Card Sorting, Persona Building, Task Analysis,User Flow,Prototyping, Wireframing, Process Mapping

SOFT SKILLS

Cross team collaboration, workshop facilitation, adaptability, creative problem solving, time management, systems solution based thinking

TECHNOLOGY

Figma, Sketch, Invision, Adobe CC, Jira, Confluence, Code Inspector, HTML/CSS, Microsoft Suite, Mac OS and Windows, Webflow, Wordpress

ADDITIONAL CAPABILITIES

Branding design, icon design

DESIGN EXPERIENCE 2018 - PRESENT

CGI - UX Designer (Full-Time)
03/2022 - Present
(08/2022 - Present)

Online Banking, National Bank Client
- Update and maintain design system documentation as a source of truth for 30 online banking designers to ensure aligned visual integrity and functionality for the entire online banking platform.
- Prototype the entire 500+ screen online banking experience using Sketch and InVision to gain senior bank leadership buy-in.
- Spearheaded end to end process of component building from design requirement gathering to quality testing using Jira, Sketch, and code inspector.to introduce improved and new functionality for the online banking platform.
- Facilitated weekly governance meetings to address functionality problems coded components and sketch symbols to further refine and evolve the design system for online banking.

State Government, Unemployment Job Board
(08/2022 - Present)
- Conducted stakeholder interviews to understand needs for a cleaner, user-friendly experience.
- Facilitated affinity mapping sessions with clients to prioritize features and scope
- Engaged in cross team collaboration to develop design solutions that were accessible, technically feasible and represented state holder interests.
- Delivered 100+ Hi-Fi designs and annotated wireframes using Figma detailing development directions for the employer dashboard, job management and candidate management vision for the platform

Lemonade TV - UX Design Consultant (Freelance)
03/2021 - 01/22
- Led Nirvana platform design in Figma, launched November 2021, serving 30,000+ users and earning $70,000 dollars in its opening weekend
- Collaborated in an agile environment to create efficient and user friendly flows for mass and direct messaging, live streaming, post-to-feed flow, and subscription content purchasing
- Iterated on stakeholder feedback of designs to align feature needs with business objectives