

# Jessica Gassner

## Senior Product Designer


I'm a UX Strategist and Systems Designer with 7+ years experience in eCommerce, state government, and fintech. I excel at leading cross-functional teams through complex challenges, aligning diverse perspectives, and turning abstract problems into clear, actionable solutions.

 [LinkedIn Profile](#)

 [Portfolio](#)

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 Los Angeles, CA

 818-742-7083

## EXPERIENCE

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### Senior Product Designer, Design Systems

August 2025 – Present

JetBlue Airlines | Remote

*JetBlue Airways is the #6 U.S. airline, serving 40M+ passengers a year across 100+ destinations, known for low fares, extra legroom, and a more comfortable flying experience than most low-cost carriers.*

- Drive cross-product alignment and reduced design fragmentation by establishing governance practices, bringing multiple teams together around a shared system of patterns and standards.
- Enable scalable, accessible design across platforms by defining a structured token system (color, typography, spacing) supporting dark mode and implementation across React and Angular codebases.
- Improve cross-team efficiency and reduced duplicated work by consolidating multiple React-based repositories into a single, navigable system file serving as a unified source of truth.
- Delivered consistent cross-platform user experiences across booking and post-purchase flows by designing shared UI patterns, including selectable seat maps, alert banners and table components.

### Product Design Consultant

March 2022 – August 2025

CGI Inc. | Remote

*CGI Inc. is a global tech consulting firm with 90K+ employees and enterprise clients. I worked on the design systems team for PNC Bank (a top 5 national bank) redesigning retail banking digital products serving 8M+ customers.*

### Product Designer - Design Systems

September 2022 – Present

- Increased design system adoption and trust for 50+ designers and 200+ developers with clear documentation and Figma-based infographics.
- Maintained platform consistency and UX best practices with novel solutions by reviewing UX flows twice weekly in Figma for designers across six product teams.

## SKILLS

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### Experience Design

Responsive Design, Development Hand Off, UX Documentation Writing, Wireframing, Design Systems, Component Building

### Research

CC Analysis, Heuristic Evaluation, Site Mapping, Contextual Inquiries

Surveys

### Leadership Skills

Cross-team collaboration, Workshop Facilitation, Persistent Proactive

### Graphic Design

Typography, Color Theory

### Tools

Figma, Adobe XD, Sketch  
Adobe Photoshop, Adobe Illustrator, Wordpress, Jira, Code Inspector, HTML/CSS

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- Crafted flexible, adaptable Figma components for 50+ designers by using text styles, color tokens, space tokens and auto layout.
- Independently created a design system manual for the bank's native mobile app through flow analysis, contextual inquiries, and content collaboration.

### **Product Designer**

March 2022 – August 2022

*I worked as a designer to revamp the state of Massachusetts' job board platform as a cost free alternative to Indeed for statewide employers.*

- Scoped and prioritized work for a 6-month project by leading discovery sessions on pain points, user goals, personas, and journey maps.
- Secured client approval for new UX flows weekly by meeting usability, accessibility, and technical requirements for hiring, employer dashboards, and job posting.
- Delivered a seamless product, reducing help desk calls by 60%, increasing task completion by 20%, and cutting duplicate records by 30% through competitive research and contextual inquiries.

### **Product Designer**

January 2021 – February 2022

Teachers1on1 | Los Angeles, CA

*Teachers1on1 was a 15 person pre-seed start-up with the goal of revolutionizing the k-12 online tutoring space.*

- Boosted product site viewership by designing branded emails and ads using Photoshop and Illustrator.
- Reduced critical bug incidence by conducting cross-platform QA testing and documenting clear, actionable developer tickets.

### **Lead Product Designer**

March 2021 – January 2022

Berify | Remote

*Berify is a blockchain-powered tool for product authentication, brand protection, and consumer engagement. Partnered with Nirvana Magazine to launch their platform, securing 35K subscribers and \$70K in sales on opening weekend.*

- Unified product vision with technical accuracy by collaborating with an international dev team and documenting flow logic and responsive behavior in Figma and Google Docs.
- Constructed key features—including messaging, settings, posting, live feed, and subscription magazine—using Figma components and branding assets.
- Architected familiar yet exciting features for revenue generation and engagement via contextual inquiries from future users.

## **EDUCATION**

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### **General Assembly**

UX Immersive Design Certificate

### **Pierce College**

A.A. Graphic Designer and Web Development

### **UCLA**

B.A. Japanese

## **Product Designer**

November 2020 – March 2021

Alchamee (Formerly Proactiv) | Remote

*Alchamee is a long respected skin care company that specializes in acne removal. I served as a contract product designer during Proactiv's rebranding phase where I worked on key flows for their e-commerce experience.*

- Drove user engagement through designing branding collateral (emails and ads) using Photoshop and Illustrator.
- Executed design flows for members dashboard and subscription purchase experience by using Proactiv's established component library in sketch.

## **Web Designer**

September 2019 – January 2021

NKP Medical Marketing | Remote

*NKP Medical Marketing is a 50-person agency specializing in SEO, web design, and ads to help plastic surgeons, cosmetic dermatologists, and medical spas grow their businesses.*

- Satisfied client expectations by regularly updating over 30 websites per quarter with new advertisements, new procedure pages and procedure result images using wordpress.
- Raised user engagement by designing ads for medical treatments with Photoshop and Illustrator.
- Designed and secured approval for 10+ new websites per quarter using Photoshop.

## **Web and Graphic Designer**

January 2018 – June 2019

Green Bee Life | Los Angeles, CA

*Green Bee Life was a pre-seed media startup focused on elevating the perception and awareness of the budding cannabis market in California through proprietary programming.*

- Managed and optimized the company website with WordPress, including HTML/CSS, SEO, alt text, and weekly content updates.
- Increased social media engagement by designing daily graphics, ads, and reels for Facebook and Instagram with Photoshop, Illustrator, Adobe Premiere Pro and After Effects .