

Jessica Gorbett

Conroe, Texas

[View Portfolio](#)

jessicagorbett.com

EDUCATION



BFA in Graphic Design
Sam Houston State University
3.64 GPA // May 2019



User Experience Certification
Nielsen Norman Group
ID: 1034952 // May 2021

EXPERIENCE

Summaries available on my portfolio website.

Director of Online Marketing/ User Experience

University of Houston
Energy & Innovation
October 2024 - July 2025

Senior Web UX Developer

Texas Southern University,
Information Technology
March 2024 - October 2024

User Experience Manager

Sam Houston State University
Information Technology
May 2023 - March 2024

User Experience Developer

Sam Houston State University
Finance & Operations, IT
October 2021 - May 2023

Web & Media Developer III

Sam Houston State University
Finance & Operations
June 2019 - October 2021

Graphic Designer (28hrs/Week)

Sam Houston State University
Public Safety
January 2018 - June 2019

KNOWLEDGE & SKILLS

User Experience

- » Conducting qualitative and quantitative user research.
- » Applying user-centered design principles.
- » Applying W3C accessibility standards.
- » Creating ux artifacts: wireframes, prototypes, user flows, journey maps, and UI design.
- » Knowledge of human usability and responsive design.
- » Planning and conducting usability testing.
- » Creating content plans and site maps.

Development

- » HTML5 and CSS3 coding.
- » Knowledge of JavaScript and jQuery.
- » Applying Bootstrap and Zurb CSS libraries.

Communication

- » Ability to distill complex concepts.
- » Ability to create and present/communicate complex technical information to a variety of stakeholders and leadership.
- » Building consensus and articulating the impact of design.

Business

- » Analyzing business process and needs.
- » Managing projects, automating workflows, and prioritizing work.
- » Leading and facilitating design sessions with end users, stakeholders, and development teams.
- » Mapping end-to-end workflows for enhanced understanding and identifying improvements.
- » Data-driven decision making

ACHIEVEMENTS

SHSU Spotlight on Staff Award
// September 2021

High-Potential Employee Leadership Academy Participant
// August 2023 - May 2024

CONTACT ME

jrgorbett@yahoo.com

832.687.3515

CONNECT WITH ME

[linkedin.com/in/designer-jessica/](https://www.linkedin.com/in/designer-jessica/)