

Jessica Lawrence

Product Designer | jessica-lawrence.com | jessica@jessica-lawrence.com

PROJECT HISTORY

Technology Company (NDA) — Mountain View, CA

Lead User Experience Designer, June 2018-Present

- Maintained internal style guide and implemented new design patterns.
- Delivered 3 human resource courses completed by over 100,000 learners acting as the only visual designer in a distributed team of 6.
- Created 50+ high-fidelity page designs using technical requirements and qualitative data as a guideline for design and development decisions.
- Collaborated with development and strategy teams both externally and cross-functionally to balance launch goals and course objectives.

SmartBuilder — Encinitas, CA

User Experience Designer, May 2018-Present

- Produced 5 interactive elearning courses collaborating with a distributed cross-functional team of 10.
- Generated buy-in from collaborators and stakeholders by presenting prototypes and page mockups to executive leadership at Google, DeepMind, Axis Group, and Athena.
- Worked within and contributed to stakeholder design systems.
- Built elegant digital learning products that were inclusive and accessible.

Young Professionals in Infrastructure — Washington, DC

UX, Web, & Branding Designer, April 2019-June 2020

- Spearheaded brand identity and visual design working with the organization's 6 founding executives and an Engineer.
- Launched responsive desktop and mobile site design supporting the continued growth of the nonprofit's 300+ members.
- Crafted information architecture, user journeys, and individual page designs and communicated technical specifications to an Engineer.
- Optimized back-end wordpress interface for the client to easily modify without disrupting the visual integrity of the website.

Massachusetts Institute of Technology — Cambridge, MA

Web & Branding Designer, August 2017-March 2018

- Built brand awareness by creating a logo design, brand identity, and custom website.
- Designed a website to host project information, media & news articles, and open source projects on GitHub.
- Maintained project budget and timeline acting as project manager and liaison between stakeholder and the developer.

SUMMARY

Driven designer with 9 years of UX and branding experience serving tech start-ups, nonprofits, and academic institutions in a remote capacity. I like using design systems to create elegant inclusive experiences for users.

TOOLS

Adobe Creative Suite
HTML5
CSS
Javascript
Web Content Accessibility Guidelines
ADA Requirements
Google Workspace
Basecamp
Slack

SKILLS

Visual Design
Consulting
Wireframes
Design Systems
Gamification
Illustration
Print Design
Motion Graphics
Video Editing

EDUCATION

Moore College of Art & Design

Bachelor of Fine Arts,
Cum Laude, 2015

Certificate in Graphic Design
for Print & Web, 2013

**REFERENCES AVAILABLE
UPON REQUEST.**