

# Jessica Lawrence

Product Designer | [jessica-lawrence.com](http://jessica-lawrence.com) | [jessica@jessica-lawrence.com](mailto:jessica@jessica-lawrence.com)

## PROFESSIONAL EXPERIENCE

### Technology Company (NDA) — Mountain View, CA

Product Designer, June 2018-Present

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

### SmartBuilder — Encinitas, CA

User Experience Designer, May 2018-Present

- Shipped 5 interactive elearning products collaborating with a distributed cross-functional team of 10.
- Generated buy-in from collaborators and stakeholders by presenting prototypes and interaction design to executive leadership at Google, DeepMind, Axis Group, and Athena.
- Worked within and contributed to stakeholder design systems.
- Crafted high quality, end to end experiences that were inclusive and accessible.

### Young Professionals in Infrastructure — Washington, DC

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

- Led usability, interaction, and visual design for the organization's website initiative.
- Created and maintained style guide and UI kit.
- Collaborated with Engineer to define and design modular, scalable UI for use by YPI team.
- Wireframed and prototyped user interactions and page designs.
- Optimized CTA's increasing member acquisition by 100% within the first month.

### Human Data Interaction Project @ MIT — Cambridge, MA

Web & Branding Designer, August 2017-March 2018

- Spearheaded UX and art direction for the site redesign by creating branding, (9) project logos, and UI kit.
- Designed a responsive website to host project information, media & news articles, and open source projects on GitHub.
- Maintained project budget and workflows acting as project manager and liaison between stakeholder and the developer.

## SUMMARY

Driven designer with 6 years of UX and product experience serving tech start-ups, nonprofits, and academic institutions in a remote capacity. **I'm motivated by details, elegant design, and inclusive digital experiences.**

## TOOLS

Adobe Creative Suite  
HTML5  
CSS  
Javascript  
WCAG 2.1  
ADA  
Google Workspace  
Basecamp  
Slack

## SKILLS

Visual Design  
Typography  
Product Design  
User Centered Design  
Web Design  
Prototyping  
Design Systems  
Gamification  
Illustration  
Print Design  
Motion Graphics  
Video Editing

## EDUCATION

Moore College of Art & Design  
Bachelor of Fine Arts, Cum Laude

**References available  
upon request**