Jessica Jackson

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UX/PRODUCT DESIGN LEADER

Experienced designer and leader accomplished at managing design and research teams and E2E projects across various industries (including telecom, fraud, automotive, financial, education, and entertainment). 12-year track record of successfully evangelizing end-user needs and best design practices via adaptation of Design Thinking methodologies and Human Interface or Material Design Guidelines. Excellent collaboration with product management, development and business owners inside agile environments. Specializing in, but not limited to, mobile native app experiences and WCAG accessibility standards.

CORE SKILLS

Leadership | Management Skills | User-centered Design | Usability Testing | Design Thinking | Discovery Workshop Facilitation | User Research | Inclusive, Accessible Design | Excellent Communication | Cross-collaboration

EXPERIENCE

Indeed, Atlanta, GA — *Director of UX Design*

JULY 2022 - MARCH 2023

Mentored and coached 3+ UX managers and lead designers/developers (composed of Indeed's fraud, accessibility, and product segmentation teams) on E2E discovery visions, roadmaps, capacity planning, team design reviews, and design cadence for 2023.

- Hosted cross-discipline discovery and UX workshops with product and engineer directors to align and prioritize project proposals based on user needs, feasibility, and viability.
- Attended national and company-wide conferences to gather insight on design and authentication best practices and trends.
- Educated and guided Indeed's consumer interfaces on global navigation guidelines to prevent duplicative links, inconsistent experiences, and intrusive alerts/modals.
- Curated and facilitated cross-GM Show & Tells to identify E2E dependencies and impacts across consumer, Small-to-Medium Businesses, and Enterprise projects and releases.
- Led risk analysis with legal counsel and business operations to identify legal and UX accessibility risks.

TeamSnap, Atlanta, GA — *Director of Product Design*

FEBRUARY 2022 - JUNE 2022

Directed, collaborated and managed a team of full-stack, senior designers and researchers.

- Led user experience and creative direction for digital ad placements, motion design, visual/graphic design, UX design, interaction design, and research initiatives company-wide.
- Designed and coached designers on B2B and B2C responsive designs for sport organizations' payment, membership, permissions management, registration, and background check workflows.
- Increased the design maturity level from 1 to 2 by establishing design ops, Agile best practices, and scalable design component libraries.
- Expanded brand partnerships and sports organization memberships targeted to generate ~$9M of revenue growth in 2022.

Cox Automotive, Atlanta, GA — *Lead UX Designer*

MAY 2021 - FEBRUARY 2022

Led E2E discovery research and design for the AutoTrader mobile app and Kelley Blue Book content mobile and web pages.

- Facilitated and led research & design workshops with cross-functional teams by championing LUMA and Design Thinking methodologies.
- Coached novice to Sr. UX/Product Designers on best UX design principles for mobile/native apps. Spearheaded forums on ways to evolve the design practice and maturity with leadership.
- Rapidly designed journey maps, archetypes, personas, wireframes, user task flows, and prototypes using Figma, Sketch, inVision, Illustrator, and Mural to inform the direction of discovery and KPI implications.

AT&T, Atlanta, GA — *June 2013 - May 2021*

Principal UX Designer / Design Manager, DECEMBER 2019 - MAY 2021

Founded the design and research teams and vision for Project Velocity Atlas; lending an annual $21M cost reduction by shaving off 350,000 hours of work from technicians' dispatches nationwide.

- Hired and trained a team of 17 lead-to-junior designers and researchers on usability heuristics and design thinking principles.
- Negotiated SLAs and coached 10+ contracted designers and researchers per year on Atlas' core tenets, brand, library components, and navigational hierarchy.
- Rapidly designed, annotated, and handed off ~50+ mobile and desktop high-fidelity wireframes per week for a technician and manager national application using Sketch, Zeplin, iOS Human Interface guidelines, and Material Design guidelines.
- Designed marketing assets for HBOMax for a grassroots effort to promote the launch through the technician portal.
- Drafted 10+ comprehensive user research plans and usability test plans per year.
- Conducted E2E research journey maps consisted of contextual inquiries, 60+ user interviews (with technicians, field managers, and subject matter experts), and 100+ surveys.
- Collaborated with stakeholders across AT&T National Scheduling Group to create new information architecture schema, design sketches, user flow diagrams, wireframes, mock-ups, and prototypes.
- Presented bi-weekly responsive prototypes and executive summaries (i.e. mobile, tablet, and desktop) to cross-functional directors and AVPs.

Senior UI Developer / Lead UI Designer, JUNE 2013 - NOVEMBER 2019

Led UI design and frontend code for the mobile and desktop application of ROSTER, which is a multi-million dollar responsive application used nationwide by technicians and managers for capacity planning, vacation statuses, and resource scheduling.

- Used HTML5, CSS3/Bootstrap, JavaScript (JQuery, Aurelia, Angular2), RESTful APIs, JSON, Java, SQL, Git, Subversion, Coldfusion, and Springboot to code, debug, and manage development of 10+ front-end web portals for nationwide dispatches and employee scheduling.
- Led UI design and frontend code for Project Streamline Service Expedite, which streamlined expedite requests between national care centers, sales centers, the Office of the President, the Wireline Back Office, and the network organization by submitting installation and repair requests at once. Lended $212,589 in annual savings.
- Led UI design and frontend code for the Dispatch Early Access application which looks at tech tickets in queue for tomorrow and forwards SMS messages to customers for early access to install or repair tickets. Eliminates call center volume and lends an annual savings of $16,951.

ADDITIONAL RELEVANT EXPERIENCE

Columbia University (via EdX), Atlanta, GA — *UX Bootcamp University Instructor*

DanceVerse LLC, Marietta, GA — *Lead UI / Graphic Designer & Marketing Manager*

Gwinnett County Public Schools, Lawrenceville, GA — *Technical Instructional Designer*

EDUCATION | CERTIFICATIONS

Georgia Institute of Technology, Atlanta, GA — *UX/UI Design & Research Certification*
October 2019 - May 2020

Udacity, Atlanta, GA — *UI Developer Nanodegree*

Southern Polytechnic State University, Marietta, GA — *Masters Of Science (MS), Information Technology*
Cum Laude

The University of Georgia, Athens, GA — *Bachelors of Business Administration (BBA), Marketing*
Cum Laude

TECHNICAL SKILLS & TOOLS

DESIGN
Figma | Sketch | Adobe XD | Adobe Creative Cloud | Adobe Photoshop | AI | Graphics | User Flows | Concept Sketches | Wireframes | Lo-Fi and Hi-Fi Mockups | Style Guides | Pattern Library & Components | Zeplin, Responsive Design | Mobile Apps | Storyboards | Site Maps | Jira | Agile | Mural | Miro

PROTOTYPING
Invision | Figma | HTML | CSS | JavaScript

USER EXPERIENCE RESEARCH
User Interviews | A/B Testing | Usability Testing | Proto & User Personas | Affinity & Empathy Maps | Journey Map | Experience Map | Optimal Workshop | Quantitative & Qualitative Analysis

UI & API DEVELOPMENT
GIT | HTML5 | CSS3 (Bootstrap) | JavaScript (JQuery / ES6 / Angular2+ / Aurelia) | SQL | PHP | AJAX | JSON | APIs | Visual Studio Code | Springboot MVC | Eclipse | Jenkins | Java | Subversion | Kubernetes | Postman | Swagger UI | SOAP UI | SaaS