

JESSICA BECKER

USER EXPERIENCE DESIGNER / VISUAL DESIGNER

720.233.8713



JESS.BECKER.DESIGN@GMAIL.COM



LINKEDIN/JESSBECKERDESIGN



WWW.JESSBECKER.US



CLEVELAND HEIGHTS, OH



EDUCATION

MASTER OF SCIENCE IN USER EXPERIENCE DESIGN

Kent State University
August 2016

BACHELOR OF SCIENCE IN BIOLOGY, FOCUS IN VISUAL COMMUNICATION

Bowling Green State University
December 2001

SKILLS

>> PROFESSIONAL

User-Centered Design

Content Strategy

Web Accessibility

Information Architecture

Usability Testing

End -User Advocacy and Usability

Visual Design

Programming

PROFILE

A passionate designer with a solid foundation in user interaction and visual design. Proficient at developing site structures, performing user research, and creating interaction flows, wireframes, and interface requirements as well as visual styles for sites through designing elements and patterns. Brings a strong focus on user-centered design and an understanding for the way effective designs achieve business goals. Manages projects and development teams, focusing on quality customer service and achieving client goals.

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR OF WEB DESIGN AND DEVELOPMENT

SENIOR DIRECTOR OF WEB DESIGN AND DEVELOPMENT

Case Western Reserve University | Cleveland, OH | 2015-Present

A part of the University Marketing and Communication team leading the design and development of the university's online presence.

- Supervise web design and development team to design, update, and enhance the university's online presence, while adhering to website best practices and accessibility standards.
- Lead and conduct user research, including surveys, focus groups, interviews, competitive reviews and usability tests.
- Oversee and assist in the site builds of all new websites moving into the content management system (CMS).
- Lead the execution of all visual design and interaction design from concept to development.

WEBSITE MANAGER / USER EXPERIENCE DESIGNER

PLY Magazine | Freelance | 2014-Present

Executed the initial redesign of the PLY Magazine website with the goal of ensuring a cohesive user experience between website and print publication. The site acts as an e-commerce platform for individual issue sales, subscription sales, and ad sales, as well as having an active blog and social community.

- Performed initial research and interviews, developed new site architecture, wireframes, element collages, visual design, and WordPress development.
- Responsible for updating website content and visuals to match the quarterly release of the print publication.
- Traffic measurement, collecting and interpreting the site visitor statistics.
- Designed and developed the PLY Away conference website, which will act as an online resource for students getting information on classes as well as registering for the event.

SKILLS

>> TECHNICAL

Sketch
Adobe Experience Design
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Axure
OmniGraffle
Basalmiq
InvisionApp
Figma
Drupal
Wordpress
Sublime
Teamwork
Basecamp
HTML, CSS, JavaScript, Git

EXPERIENCE (continued)

SENIOR WEB DESIGNER

Northwestern University | Evanston, IL | August 2009- September 2015

Part of the Web Communications team that acts as an in-house design agency for the university. This team is responsible for creating intuitive, accessible websites that have brand-focused visuals, reusable designs, and consistent interaction patterns.

- Brainstormed, researched, tested, designed and refined user experiences within specified product requirements and deadlines.
- Delivered personas, wireframes, process flows, hi-fidelity mockups, style guides, and interactive prototypes.
- Acted as Project Manager on various assignments, which included managing timelines, client expectations, document specifications, and project team. Oversaw all phases of the design process from research to deployment.

WEB CONTENT SPECIALIST/GRAPHICS

Jockey International | Kenosha, WI | February 2008-August 2009

A part of the E-commerce division. Responsible for driving online revenue through strategic email and online campaigns. The team exceeded projected goals and increased the amount of online traffic and sales by an additional 15%.

- Led project to develop an e-commerce microsite for the launch of a new product line from concept to art direction to graphic execution to live functionality and post-analysis.
- Designed, tested, coded and delivered monthly email marketing for all Jockey products. Managed emails, often several at a time in various stages of development. Emphasis on accuracy, timeliness and innovation as well as creativity in email marketing.
- Created targeted landing pages and banner ads in support of Jockey.com catalogue for online advertising campaigns.

GRAPHIC DESIGNER

Denver Newspaper Agency | Denver, CO | January 2007-2008

A Worked within the Creative Design department at the newspaper. Conceptualized and designed advertising solutions for individual local ads to multi-platform national campaigns.

- Provided ad, brochure, and publication design for the clients of the Denver Post and Rocky Mountain News.
- Assisted Department Head with managing workflow and assigning jobs for a team of nine people. Acted as design lead for the team and liaison to the sales representatives on all projects.

Also familiar with programs used for testing such as Loop 11, Helio, Optimal Workshop, Usertesting.com and more.

ORGANIZATIONS

>> UXPA CLEVELAND
President

>> DRUPAL ADMIN UX USER STUDY
Team Member