

Jessica Graham

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*UX Designer/Researcher with a background in digital marketing and content writing.*

*Passionate about human-focused, accessible design and technology.*

## **SKILLS**

- User research and interviews
- Usability testing
- Wireframes and prototypes (Sketch and Figma)
- Information architecture
- Google Analytics
- Data analysis and reporting to stakeholders
- Content writing, editing and proofreading across various channels
- Basic programming (HTML, CSS and Javascript)

## **WORK EXPERIENCE**

### **The Tribe | UX Designer (Internship)**

**January 2021 - Present**

- User interviews and research
- Creating low-fidelity prototypes and sketches
- Creating high-fidelity wireframes in Figma
- Conducting usability testing of prototypes and adjusting designs accordingly
- Communicating with developers about translating UX research into on-site changes

### **STA Travel | Paid Search Specialist**

**June 2016 – September 2020**

- Setting up, managing and optimising paid search advertising accounts across several international markets
- Creating media plans and marketing budgets
- Performance data analysis and reporting
- Presenting findings and recommendations to stakeholders

- Building relationships and communicating with partner platforms including Google, Jellyfish and Taboola

**DLH Web Consultancy | Content Manager**

**April 2013 – May 2016**

- Creating written content for small to medium sized businesses across many industries
- Coordinating and delegating work across a team of in-house content writers
- Incorporating SEO strategies through use of metatags and keywords
- Proofreading and editing content provided by clients and other writers

**Business Search Local | Content Writer**

**September 2011 – March 2013**

- Writing content for websites, blogs and marketing materials

**EDUCATION**

**School of UX | 2020**

CPD Certification - UX Design

**Founders & Coders | 2019**

Web Development Fundamentals - short course

**Northumbria University | 2007 – 2010**

(BA Hons): Graphic Design

**Cleveland College of Art & Design | 2005 – 2007**

BTEC National Diploma: Graphic Design & Photography