Jessica Graham

Phone: 07949405066

Email: jessicagraham898@gmail.com

UX Designer/Researcher with a background in digital marketing, writing and graphic design. Passionate about human-focused, accessible design and visual arts.

SKILLS

- User research and interviews
- Usability testing
- Wireframes and prototypes (Sketch and Figma)
- Information architecture and UX writing
- 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

I was brought on board to do a UX-focused redesign of The Tribe, a new platform for startup accelerator events, based on the needs of startup founders.

- Conducting user interviews with startup founders to identify pain points and areas of potential improvement
- Creating low-fidelity prototypes for usability testing, and iterating on designs accordingly
- Creating high-fidelity wireframes in Figma after refining my designs
- Communicating with The Tribe's developers about translating UX research into on-site changes

STA Travel | Paid Search Specialist
June 2016 – September 2020

I was responsible for paid search advertising accounts (Google and Bing) across several international markets.

- Setting up, managing and optimising paid search accounts
- Creating media plans and marketing budgets
- Performance data analysis and reporting
- Presenting findings and recommendations to stakeholders
- Auditing existing paid search accounts for partner companies to improve their performance
- Building relationships and communicating with partner platforms including Google, Jellyfish and Taboola

DLH Web Consultancy | Head of Content
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