

# Jessica Lupanow

Product designer and strategist skilled in prototyping and user research with a background in computer science

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## Skills

**Design:** Figma, Adobe XD, Sketch, Photoshop, Wireframing, Prototyping, Design Systems

**Research:** User Interviews, Surveys, User Journeys, Persona Development, Competitive Analysis

**Development:** Material UI React Library, HTML, CSS, JavaScript, Python

## Experience

### Product Designer @ Array

May 2021 – Present

Tools: Figma, FigJam, Google Forms, Material UI React Library

- Led the complete redesign of a responsive web-based content engagement platform, collaborating closely with cross-functional teams to navigate the transition from in-person to virtual and hybrid events during the COVID-19 pandemic, achieving a 100% adoption rate and successfully retiring all legacy applications
- Designed and launched an internal event management application, streamlining the organization of 7000+ life science events by collaborating closely with various teams, including operations and engineering, to align the project with practical needs
- Employed an iterative design approach, conducting user interviews, crafting paper prototypes and wireframes, facilitating collaborative whiteboarding sessions, and creating comprehensive prototypes, all while actively gathering a variety of feedback to ensure a user-centric design that effectively addressed pain points
- Collaborated closely with a team of 6 developers to transition to the Material UI library for efficient implementation within the React framework and crafted a comprehensive design guide for consistent application across all products, demonstrating effective cross-functional teamwork
- Took a lead role in backlog grooming, contributed to backlog prioritization, and wrote user stories complete with design references and acceptance criteria, adhering to agile methodologies for a streamlined and efficient development process

### Product Designer and Strategist @ Freelance

Aug 2020 – May 2021

Tools: Adobe XD, Photoshop, Google Sheets and Slides, HTML, CSS, JavaScript, Python

- Enhanced designs, improved navigation, and elevated user experiences through Adobe XD mockups and prototypes for clients across various industries, including manufacturing, education, and autism services
- Oversaw the end-to-end design process, from ideation to launch, including the design of a mobile app for parents of Neurodiverse children that had 100+ downloads and maintained an average review rating of 5 stars in 6 months post-launch

## **UX Designer and Writer @ JaimeLevy.com**

Mar 2020 – Feb 2021

Tools: Sketch, Adobe XD, Photoshop, Google Ads and Docs, Validately (now part of UserZoom)

- Created UX content for the best-selling book, *UX Strategy: How to Devise Innovative Digital Products that People Want*, and [shared the entire experience on YouTube](#)
- Wrote chapters on best UX practices, covering competitive analysis, storyboarding, prototyping, user research, and designing for conversion

## **Doctoral Human-Robot Interaction Researcher @ USC**

Aug 2018 – May 2020

Tools: Qualtrics, HTML, CSS, JavaScript, Python, Google Sheets

- Led 4-person team conducting human subjects research focused on empathy
- Developed a socially assistive robotic tutoring platform to teach school children with Autism Spectrum Disorder (ASD) about empathy
- Designed survey instruments to assess human-robot relationships and progress towards children's learning objectives

## **Education**

### **MS, Computer Science, USC, 2020**

Studied UX Design, UX Strategy, and Human-Robot Interaction

### **BS, Engineering, Harvey Mudd College, 2018**

Studied Robotics, Creative Writing, and Project Management

## **Interests**

DIY Projects, Dog Training, Travel, Exercise, Board Games