

Jessica Lupanow

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

jessicalupanow.com
linkedin.com/in/jlupanow
jessica.lupanow@gmail.com
+1 (805) 657-5201
Irvine, CA

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

Skills

Design: Figma, Adobe XD, Sketch, Photoshop, Wireframes, Prototypes, Design Systems

Research: User Interviews, Surveys, Competitive Analysis, Persona Development, A/B Testing

Development: Material UI, HTML, CSS, JavaScript, Python

Experience

Product Designer and Product Owner @ Array

May 2021 – Present

Tools: Figma, FigJam, Google Forms, Material UI

- Led next generation redesign for core product offering, collaborating cross-departmentally to move from wireframes to final prototype with supporting user stories, resulting in 94% of stakeholders preferring the new design over the current interface
- Presented next generation designs to 100+ clients to drive interest in pilot participation
- Uncovered new pain points through user interviews and feedback sessions with sales team and assisted in prioritizing solutions to these issues within the backlog
- Transitioned team to Material UI library and wrote design guide for use across products
- Decreased friction for new users while maximizing data collected for clients through the design of a new entry and authentication experience
- Created design channel on Slack to increase transparency of the design process and had 66% of developers use the channel to get help/feedback during implementation

Product Designer and Strategist @ Freelance

Aug 2020 – May 2021

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

- Strengthened designs, improved navigation, and enhanced user experiences through Adobe XD mock ups and prototypes for clients in the manufacturing, education, and autism services industries
- Saw designs through from idea to launch, including the design of an app for parents of Neurodiverse children that has had 100+ downloads and an average review of 5 stars in the 6 months since it launched

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-seller, *UX Strategy: How to Devise Innovative Digital Products that People Want* (and posted the whole experience on YouTube)
- Wrote chapters teaching UX best practices for 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 research team in conducting human subjects research focused on empathy
- Built a socially assistive robotic tutoring platform to teach school children with Autism Spectrum Disorder (ASD) about empathy
- Designed survey instruments for assessing human-robot relationships and progress towards a child's learning objectives