

JESSICA SCHAAF

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([portfoliolink](#))

SUMMARY

- UX designer with a professional background in marketing and graphic design. Experienced in brand development and user-centered design within the retail/ecommerce and consumer industries
- Experienced in optimizing work processes and marketing campaigns to enhance user experience
- Looking for a UX/UI Designer role with a preference in the non-profit sector

EDUCATION



UX Design - Certificate

CareerFoundry
2020-Present



Graphic Design - Certificate

SAIT Polytechnic
Calgary, AB
2019



BBA Marketing & Management

Mount Royal University
Calgary, AB
2013-2016

DESIGN AND WEB TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Figma
- Sketch
- HTML
- CSS

UX SKILLS

- User Research
- Information Architecture
- User Flows
- Wireframes
- Prototyping

MARKETING SKILLS

- Google Analytics Certified
- SEO
- Copywriting
- E-Commerce Marketing

ACADEMIC PROJECTS

OLIVE Web Based App

Web-based app designed to take a holistic approach to building healthy daily habits. Designed to help busy individuals track their daily progress in a fun and engaging way

Project Role(s):

- Conducted **user research** with 10 participants
- Gathered research requirements about participants lifestyle, painpoints and challenges when it comes to healthy living
- Created 3 unique **user personas** representing three core demographics based on the research
- Created **user flows** based on 3 core features of the app which included (food tracking, medical information and storage, web and explore feature)
- Created low-high fidelity **wireframes** and created a clickable **prototype** that was tested on 5 participants

Tools: Adobe XD, Google Draw, Adobe Illustrator, Balsamiq

LEARN-IT Web Based App

Web app designed to help busy people that are always on the go learn and develop their vocabulary in a fun and interactive way

Project Role(s):

- Conducted **user interviews** with 5 participants via zoom, gathering research requirements based on participants lifestyle and learning habits
- Created **user flows** for 3 core features of the app: (created a wordsearch feature, word of the day, flash card exercise, adding words feature)
- Created **wireframes** and created a clickable **prototype** that was tested on 5 participants

Tools: Adobe Illustrator, Adobe XD

FREELANCE & VOLUNTEER PROJECTS

Forget-Me-Not Expression

Jun 2019 – Present

Marketing and PR Designer (Freelance Contract)

- Front-end development for a shopping website using GoDaddy platform
- Designed the logo, packaging, marketing collateral using Adobe Illustrator and photographed and edited products using Adobe Photoshop for the website
- Optimizing workflow processes for customer orders online
- Manage social media platforms (Facebook, Instagram and Pinterest)

Tools: Figma, Adobe Illustrator, Adobe Photoshop

Canadian Prosperity Corporation

May 2021 – Present

Website Development and Graphic Designer

- Developed a website using WordPress
- Updating company logo and other design collateral using Adobe Illustrator
- Overseeing video content creation for the website using Adobe Premiere

Tools: Adobe Illustrator, Adobe Premiere

PROFESSIONAL EXPERIENCE

Lammles Western Wear, Calgary, AB

Jun 2014 – Present

Manager

Duties and Responsibilities:

- Designing floor plans and layouts for new merchandise going into the stores
 - Using design and color schemes to showcase new apparel for the season
 - Setting up new stores and attending company events (Stampede, Country Thunder, Spruce Meadows Horse Jumping Show) as well as VIP shopping events
 - Manage staff, hiring, training, scheduling, payroll, key holder
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Blush and Raven, Calgary, AB

Feb 2020 – Aug 2020

Marketing and E-Commerce Coordinator (Contract)

Duties and Responsibilities:

- Increased traffic sources for google analytics and increased hits to the company website by 25%
- Created front-end B2C shopping website for consigned bridal and bridesmaid gowns
- Managed the customer online orders, packaging and delivery
- Managed the B2C consignment contracts with customers consigning gowns through our shopping website
- Created and designed marketing collateral - store signage, e-newsletters, created material for trunk shows and special events using Canva, Adobe Illustrator and Adobe Photoshop
- Photographed store merchandise for the website using an SLR camera and editing in photoshop