

# Jessie Victoria

Interaction Designer  
UI/UX and Web/App Design

[www.jessievictoria.github.io](http://www.jessievictoria.github.io)

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A passionate interaction designer with enterprise/AAA experience in UI/UX for web and app design, and a fascination with creating functional and beautiful interactions.

## EXPERIENCE

### **ELECTRONIC ARTS** | User Experience Designer

Sept. 2016 - Feb 2019 in Prince Edward Island, Canada

- » **Coordinated** UX/UI design requirements for in-studio and outsource teams.
- » **Established** and incorporated consistent design patterns to ensure content quality, brand standards, user experience and accessibility needs were met.
- » **Organized** content and data for an intuitive user-flow.
- » **Documented** design systems, content taxonomies, and annotated wireframes.
- » **Maintained** documentation architecture for multiple teams.
- » **Tested** all implemented systems against design patterns and UX needs.

### **KENNA COMMUNICATIONS** | Information Architect

May 2016 - Aug 2016 in Mississauga, Ontario, Canada

- » **Created** contextual diagrams, wrote annotations, and generated wireframes demonstrating user-flows for complex data-driven software.
- » **Completed** content audits/inventories to improve cohesion between related apps and websites.
- » **Wrote** actionable reports for developers and creative team-members.
- » **Reported** directly to lead IA, and worked closely with related departments, to ensure a cohesive experience between related applications and websites.
- » **Generated** site-maps for large-scale, corporate, public-facing websites.

### **INSTARYDE CANADA** | UI/UX Design Lead & Advisor

Sept 2014 - April 2016 in Toronto, Ontario, Canada

- » **Oversaw**, and advocated for, initiatives generating UI/UX enhancements and documentation. Organized multiple teams to ensure UX key-points were addressed.
- » **Evaluated** and designed CX (Customer Experience) processes, web and app user journeys, generated analytics-based reports.
- » **Composed** email and web content front-end design and copy-writing.
- » **Assisted** creative lead in developing brand-guidelines and training materials, trained junior team members of related disciplines.
- » **Documented** and reported for QA (Quality Assurance) and UX issues.

*Please see my LinkedIn profile for my full work history.*

[linkedin.com/in/jessievictoria/](https://www.linkedin.com/in/jessievictoria/)

## CREDIT

**Bachelor of Illustration** - Sheridan Institute (2009 - 2013)

**Diploma** - Semaphore Institute for young artists (2001 - 2008)

**Award** - Pakathon Toronto 1st place, Global 3rd place. Project "Sara Tells" (2014)

**Award** - ASCI Provincial and Juried Award Winner - Global Competition (2008)

**Gallery** - Headliner for a fine art gallery showing at Redeemer College (2007)

**Gallery** - Fine art gallery showing for young artists in Buffalo New York (2006)

## SKILLS

### **SOFTWARE**

Adobe Illustrator/Photoshop  
Adobe Creative Suite  
Adobe XD Prototyping  
Axure  
Framer/Coffeescript  
InvisionApp  
Microsoft Visio/Excel/Word  
Mac/PC Proficient  
Omnigraffle  
Sketch3 Wireframe/Prototype

### **CREATIVE DESIGN**

Brand/Iconography/Typography  
Conceptual Problem-Solving  
Design/Component Systems  
High Quality Concepts  
Infographics  
Iterative Design Process  
Mobile and Web  
Project/Style Adaptability  
Raster/Vector Asset Creation  
Responsive Web/Mobile Design  
User Interface/Experience Design

### **INTERACTION DESIGN**

Accessibility Adherence  
Localization  
Information Architecture  
Intuitive Interfaces  
Low-Fi/Hi-Fi Wireframes  
Interactive Prototypes  
Pixel Precise Mockups  
User Flows  
User/Benchmark Research  
Contextual/Visual Hierarchy

### **OFFICE COMMUNICATION**

Embraces Tight Deadlines  
Excellent Communication Skills  
Interdepartmental Collaboration  
Knowledge of HTML/CSS  
Possibilities  
Lean and Agile Methodologies  
Mentorship and Training  
Works Cross-Functionally

References available on request