

Jessie Victoria

Interaction Designer
UI/UX and Web/App Design

jessievictoria.github.io

HelloJessieVictoria@gmail.com

416.877.4721

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