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| **Jessie Victoria** | Charlottetown, PE  416.877.4721 | jessievictoria.github.io  hellojessievictoria@gmail.com  linkedin.com/in/jessievictoria |

**Profile**

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

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| **Technical** | **Creative Design** | **Interaction Design** | **Office** |
| Adobe Creative Suite  Adobe XD Prototyping  Axure Prototyping  Framer/Coffeescript  InvisionApp  Microsoft Visio/Office  Omnigraffle  Sketch3 Wireframe  HTML/CSS | Brand/Typography  Component Systems  Infographics  Iterative Design Process  Mobile and Web  Asset Creation  Responsive Design  User Interface  User Experience | Accessibility Adherence  Localization  Information Architecture  Intuitive Interfaces  Low-Fi/Hi-Fi Wireframes  Interactive Prototypes  Pixel Precise Mockups  User Flows  User/Benchmark | Communication  Problem Solving  Collaboration  Agile Methodologies  Mentorship and Training  Leadership  Client Engagement  Research  Mac/PC |

**Professional Experience**

**Electronic Arts** -- Charlottetown, PE  **2016-2019**

*A leading publisher of games on Console, PC and Mobile, employing more than 9,300 people*

**User Experience Designer**

Spearheaded system design, documentation, and research for a 4x MMO Strategy Game. Organized content and data for an intuitive user-flow, maintained documentation architecture for multiple teams, and documented design systems, content taxonomies, and annotated wireframes.

*Selected Accomplishments:*

* Established and incorporated consistent design patterns to ensure content quality, brand standards, user experience and accessibility needs were met
* Led and coordinated UX/UI design requirements for in-studio and outsource teams
* Problem solved and tested all implemented systems against design patterns and UX needs

**Kenna Communications** -- Mississauga, ON  **2016**

*A marketing solutions provider specializing in customer experience management with over 120 employees*

**Information Architect**

Led the organization of complex data into layouts, designed to be easily read by users in unique scenarios. Reported directly to lead IA, and worked closely with related departments, to ensure content quality, brand standards, user experience, and accessibility.

*Selected Accomplishments:*

* Demonstrated user-flows for complex data-driven software through contextual diagrams, organized content, annotations and wireframes
* Improved cohesion between related apps and websites by completing content audits
* Generated actionable reports for the development and creative team-members
* Created site-maps for large-scale, corporate, public-facing websites

**Instaryde Canada** -- Toronto, ON  **2014-2016**

*A locally owned and operated ridesharing service for Toronto*

**UI/UX Design Lead & Advisor**

Managed UI and UX design for the transportation software company, and built the database from the ground up. Evaluated and designed Customer Experience processes, web and app user journeys, and analytics-based reports. Documented and reported for Quality Assurance and UX issues.

*Selected Accomplishments:*

* Oversaw, advocated for, and led initiatives generating UI/UX enhancements
* Efficiently managed multiple teams to ensure UX key-points were addressed
* Revitalized email and web content front-end design and copy
* Assisted creative lead in developing brand-guidelines and training materials, and trained junior team members of related disciplines

**Additional Experience**

Contract Designer for Web and Print, Mediarez Studio -- Oakville, ON 2016

Mobile & Web Developer, HAK Studio -- Toronto, ON 2014-2015

UI Designer, Bond Brand Loyalty -- Brampton, ON 2015

UI Artist/Designer, Clipwire Games -- Markham, ON 2014

UI/UX, Game Artist & Designer, Misc. Contracts -- Remote 2013-2015

Intern/Game Artist, Revolver Games -- Mississauga, ON 2012-2013

**Education**

Bachelor of Illustration, Sheridan Institute -- Oakville, ON 2009-2013

Diploma, Semaphore Institute for Young Artists – Oakville, ON 2001-2008

**Awards and Achievements**

Award, Pakathon Toronto 1st place, Global 3rd place. Project “Sara Tells” -- Toronto, ON 2014

Award, ASCI Provincial and Juried Award Winner -- Global 2008

Gallery, Headliner for a ­fine art gallery showing at Redeemer College -- Hamilton, ON 2007

Gallery, Fine art gallery showing for young artists -- Buffalo, New York 2006