

Jessica Scheck – UX/UI Designer

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Portfolio: jscheck-portfolio.netlify.app | **LinkedIn:** linkedin.com/in/jessicascheck11 | **GitHub:** github.com/Jessmica11

Passionate and user-focused UX/UI Designer with a strong foundation in full-stack web development, accessibility (WCAG), and technical SEO. I specialize in designing clean, intuitive interfaces driven by research and data. Skilled in leading end-to-end design processes—from user research and wireframing to prototyping, testing, and iteration. My goal is to build thoughtful, inclusive digital experiences that align business goals with real user needs.

SKILLS & TOOLS

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| • UX Research & Testing | • Wireframing & Prototyping | • Accessibility (WCAG 2.1) |
| • Front-End Development | • Google Analytics 4 & Google Tag Manager | • Technical SEO & Web Performance Optimization |
| • CMS Platforms (Sitecore, AEM, WordPress, Drupal) | • A/B Testing & Behavioral Analytics Tools | • Design Systems & Component Libraries |

PROFESSIONAL EXPERIENCE

Web Designer | VELUX America & Canada | Fort Mill, SC (Hybrid)

Dec 2023 - Present

- Lead UX strategy, SEO, and design improvements across VELUX US/CA websites.
- Created Figma wireframes/prototypes backed by testing, heatmaps, and analytics.
- Built GA4 dashboards and advanced tracking to optimize consultation conversions.
- Collaborate across various teams to align UX, dev, content, and analytics priorities.
- Drive A/B testing and Sitecore updates to improve accessibility and user journeys.
- VELUX Mentorship Program (ongoing 2025): Mentored by a Senior BI Specialist with focus on UX data strategy, Power BI dashboarding, and cross-departmental reporting alignment.

Related tools: Sitecore, Looker Studio, Adobe Creative Suite, Figma, SEMRush, Moz, Ahrefs, CrazyEgg, Usabilla, GA4, GTM, Asana

Web Content Specialist | Atlas Copco | Charlotte, NC (Remote)

May 2022 - Dec 2023

- Planned and launched a new multi-regional (US, UK, CA) website, leading SEO, IA, and CMS implementation; first company under Atlas Copco to attempt this large-scale CMS customization.
- Worked cross-functionally with developers and stakeholders to create CMS components and page types.
- Developed and enforced brand-aligned, accessible digital content standards across regional teams.
- Maintained content architecture and performed ongoing UX enhancements within AEM and Wix platforms.

Related tools: Adobe Experience Manager, Wix, Adobe Creative Suite, Figma, Ahrefs, Google Workspace, Constant Contact

Web Manager | The National Law Review | Hinsdale, IL (Remote)

May 2021 - May 2022

- Served as shift lead in a compact digital team environment, overseeing daily publishing operations and coordinating production of legal news content syndicated from law firms across North America.
- Managed content workflows and task assignments during scheduled shifts, leading up to 4-5 team members to ensure quality, accuracy, and timeliness of web publications.
- Maintained a collaborative and positive work culture during rapid content production cycles, supporting peers amid a high-volume editorial schedule.
- Contributed directly as a Web Content Specialist and staff writer, producing original legal news articles and SEO-optimized content.
- Co-hosted and produced [Legal News Reach](#), a branded podcast highlighting trends in legal marketing; responsible for booking guests, scripting interviews, and managing audio post-production.

Related tools: *Drupal, Wordpress, Adobe Creative Suite, Figma, HubSpot, SEMRush, Google Workspace, LogicPro, Final Cut Pro*

ADDITIONAL EXPERIENCE

Legal Industry | Norfolk, VA and Charlotte, NC

Oct 2014 - May 2021

- Family, Criminal, and Traffic Paralegal - The Olsinski Law Firm PLLC (Jun 2020 - May 2021)
- Personal Injury Paralegal - Decker, Cardon, Thomas, Weintraub, & Neskis, P.C. (Jan 2019 - Jun 2020)
- Deputy Clerk & Courtroom Clerk - Norfolk Circuit Court (Apr 2016 - Jan 2019)
- Technical Writer & Compliance Handling - Glasser and Glasser, PLC (Oct 2014 - Mar 2016)
- Communications Coordinator - Old Dominion University (Feb 2014 - Oct 2014)

EDUCATION

University of North Carolina | Chapel Hill, NC

Sept 2023 - Mar 2024

Certificate - Full Stack Web Development

Old Dominion University | Norfolk, VA

Dec 2013

Bachelor of Arts - Journalism & Communications

VOLUNTEER EXPERIENCE

Greenway Cleanup Volunteer | Mecklenburg County - Parks & Recreation | Charlotte, NC

Mar 2022 - Present

LICENSES & CERTIFICATIONS

Full-Stack Web Development – UNC Chapel Hill (2024)

Google Analytics 4 (GA4) – LinkedIn Learning (2023)

Technical Support Fundamentals – Google (2023)

Become an SEO Expert – LinkedIn Learning (2022)

User Experience Principles – Univ. of Michigan (2021)

Fundamentals of Graphic Design – CalArts (2021)