Jennifer Spriggs

Visual & UX Designer

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513.967.5888
Seattle, WA

I build elegant visual solutions to complex creative problems. My background as a fashion designer has given me a foundation in quick iteration and problem solving with an eye for detail and form. I tackle problems holistically, designing with intention and empathy.

Experience

Lulabop
Visual Designer
& Front-EndDeveloper
Seattle, WA
Nov.-Dec. 2016

- led initiative to redesign and optimize the Lulabop website for their rebrand and product launch
- implemented all code and deployed visual changes to live shopify site
- tested and improved hero visuals for landing page contributing to a 15% decrease in bounce rate of landing page
- built testimonials page to drive user engagement and conversions

LPK: Global Brand Design Agency
Visual & Print Designer
Cincinnati, OH
Aug. 2015 - Sept. 2016

- designed packaging, artwork and experiences for P&G's feminine care brands based on qualitative and quantitative user research
- prototyped website for the future of hair-care for Herbal Essences
- built design sessions to help P&G executives re-think feminine care product design from the user's perspective
- inventor on several patents pending for the Always brand

American Eagle Outfitters
Junior Print Graphics &
Fitness Apparel Designer
New York, NY
Feb. 2013 - July 2015

- worked cross-functionally with the web graphics team to build cohesive omni-channel branding
- designed all prints and textiles for the underwear, fleece, and the shirts departments
- met swift deadlines and coordinated pattern inspiration and mood boards for executive meetings.

Projects

Almanac Metrics
Chicago, IL | August 2016

- designed logo and icon assets for urban farming startup
- presented to client and finished a week before deadline

GoGo Travel
Cherry Hill, NJ | June 2015

- developed wireframes and mock-ups for website re-design
- created custom icon sets and plane graphics for seating chart pages

Oh Hey
New York, NY | June 2015

- built functional web application in six hours during Hack Bushwick
- responsible for all front end design, UX, and graphics
- won crowd favorite app

Education

General Assembly

UX Design Immersive | Seattle, WA | Sept. 2016 - Dec. 2016
Front & Back End Web Development | New York, NY | Sept. 2014 - Feb. 2015

Girl Develop It

Ruby 101 | Cincinnati, OH | Sept. 2016 - Dec. 2016

University of Cincinnati

Bachelor of Science in Fashion Design | Cincinnati, OH | 2007-2012

Skills	Development	Professional Groups
Adobe CC	HTML 5	StartupBus Rider
Sketch	CSS	AIGA Member
Axure	Javascript	Cincinnati Arts x Tech Board
Invision	Ruby on Rails	Member