

Jerusha Holsinger

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Cheetah Digital (Acquired by Marigold)

Dec 2021 - Present
Oakland, CA • Remote

Sr. UX Designer — Cheetah Digital and Journeys

As a Senior UX Designer at Cheetah Digital, I recently revamped the user experience for campaign workflows, focusing on email, push notifications, and SMS/MMS. Making these workflows user-friendly has been challenging due to the application's extensive scope and technical complexities.

In the Journeys application, I implemented iterative design and user testing to drive transformation. Through innovative design thinking, I have developed it into a streamlined powerhouse of marketing capabilities.

KQED

Nov 2019 - Dec 2021
San Francisco, CA

Lead Product Designer — Mobile and Education

As the Lead UX Designer, I focused on our Education products aimed at teachers and students, as well as revamping our native mobile application. Our product and Design teams utilize a SaaS business model to guide our testing and iterations.

I transformed KQED FM from a five-year-old proof of concept with a small audience into a robust, modern mobile application. The project began by integrating all stakeholder desired features into a simple and clean mobile app. By mapping out all potential user flows, I narrowed down a long list of feature requests to three primary use cases:

1. Listen to the live radio broadcast.
2. See what's coming up next.
3. Listen to the latest podcast episodes.

I worked closely with engineering and product stakeholders to develop a straightforward sign-up process, placing a priority on single sign-on and quick profile completion. Since there was previously no concept of user accounts, we focused on the essentials to build a platform that can scale effectively and flexibly.

Proficiencies

Design Tools

Figma
Sketch App
Adobe XD
Adobe Photoshop

Adobe Illustrator
Adobe After Effects
Adobe Creative Cloud
InVision

Coding

HTML/CSS
JavaScript
ReactJS
SASS

VS Code
Github
AWS

Education

Cornish College of the Arts

BFA — Visual Communications
Sep 2009 - 2011
Seattle, WA