

# Jerusha Holsinger

Sr. Product Designer

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## Recent Work History

### Marigold

Dec 2021 - Present

Oakland, CA • Remote

#### Sr. UX Designer

I am the Senior Product Designer responsible for the design of both the Cheetah Digital and Journeys applications. Marigold specializes in providing customized solutions for in-house marketing teams of all sizes. Cheetah Digital and Journeys cater to large enterprise clients, including well-known Fortune 500 companies.

Cheetah Digital has recently undergone a UX overhaul, focusing primarily on email, push notification, and SMS/MMS campaign workflows. It is a robust application capable of handling significant amounts of data and presenting it in beneficial ways. Making it user-friendly has been challenging due to the extensive scope of the application.

Journeys was initially a proof of concept when I began working on it, but it is now evolving into a lightweight powerhouse of marketing capabilities. The goal is to guide an audience from the beginning of their brand relationship and develop it into a profitable journey for both the brand and the customers.

### KQED

Dec 2021 - Present

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 team utilizes 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.

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## Education

### Cornish College of the Arts

BFA — Visual Communications

Sep 2009 - 2011

Seattle, WA

## Proficiencies

### Design Tools

Figma  
Sketch App  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
InVision

### Coding

HTML/CSS  
JavaScript  
ReactJS  
SASS  
VS Code  
Github  
AWS