

# 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 overhauled the UX for campaign workflows, focusing on email, push notification, and SMS/MMS. Making it user-friendly has been challenging due to the extensive scope of the application and technical complexities.

On Journeys I have transformed it through iterative design and user testing. With innovative design thinking, I have grown it into a lightweight 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	Adobe Illustrator
Sketch App	Adobe After Effects
Adobe XD	Adobe Creative Cloud
Adobe Photoshop	InVision

### Coding

HTML/CSS	VS Code
JavaScript	Github
ReactJS	AWS
SASS	

## Education

### Cornish College of the Arts

BFA — Visual Communications  
Sep 2009 - 2011  
Seattle, WA