

Jerusha Johnson

Sr. Product Designer Oakland, CA

Phone: (253) 209-2006

Email: bonzai.penguin@gmail.com

Portfolio: jerushaholsinger.com

Recent Work Experience

Marigold

Sr. Product Designer - Engage+ and Journeys

December 2021 - Present

Remote - Oakland, CA

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

Engage+ 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

Lead UX Designer - Mobile and Education

November 2019 - December 2021

San Francisco, CA

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.

Design Tools

Figma
Sketch App
Adobe XD
Photoshop
Illustrator
After Effects
InVision
Zeplin

Coding

HTML/CSS
SASS
JavaScript
ReactJS
VS Code
Github
AWS