Jessica Mathis

I believe in leveraging Usability Research and Design Thinking to create cutting-edge experiences

Portfolio
- jbmathis.github.io/Portfolio

Contact Me
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Education

Northwestern University *(2020 - present)*
School of Professional Studies
MS in Information Design and Strategy

University of Michigan *(2014 - 2018)*
School of Information
BS in Information - UX Design
German and Music Minors
3.97 GPA

Skills

UX Research
- Usability Testing
- A/B Testing
- Competitive Analysis
- Interviews / Observations
- Survey Design
- Personas / User Journeys
- Heuristic Evaluation

Prototyping
- Adobe Creative Suite
- Lo-Fi Sketching and Wireframing
- Hi-Fi Mockups in Figma

Programming
- Python
- SQL
- HTML
- CSS

Languages
- English
- German

Work Experience

UX Analyst *(March 2020 - present)*
GENERAL MOTORS; DETROIT, MI
- Developed a process to quantitatively evaluate the user experience of various products, enabling product managers to consider UX impact when prioritizing projects
- Conducted user research with internal IT tools, namely the enterprise search engine and virtual assistant, to identify user pain points and inform future product strategy
- Communicated research insights and user requirements cross-functionally to designers and developers through data-driven reports, user personas, and wireframes
- Demonstrated through user validation testing that a prototype design for the search engine connected users with desired results four times faster than the current solution

Content Strategist *(June 2018 - February 2020)*
GENERAL MOTORS; WARREN, MI
- Managed the business content for the company's internal search engine
- Performed periodic audits of the digital experience to ensure quality and discover opportunities for growth, automation, and improved usability
- Facilitated focus groups to gather feedback and workshop new design ideas

Teaching Assistant for Python Data-oriented Programming Course *(Winter 2018)*
UNIVERSITY OF MICHIGAN; ANN ARBOR, MI
- Assisted students with web APIs, web scraping, visuailzing data, and databases

Quality Data and Strategy Development Intern *(Summer 2017)*
GENERAL MOTORS; WARREN, MI
- Designed and developed a market research data analysis tool, enabling the warranty group to forecast customer satisfaction scores for various vehicle models and segments
- Consulted users from various countries to gather requirements and use cases
- Developed a relational database, complex SQL queries, VBA code, and a custom front-end interface to manipulate and display the data within Microsoft Access

Media and Information Staff Member *(2015 - 2018)*
MICHIGAN MARCHING BAND; ANN ARBOR, MI
- Managed the band's social media presence by creating and curating content for thousands of followers across several platforms
- Spearheaded a project to create and market websites for each of the band sections

Academic Project Experience

Registry Resale Research *(2020)*
- UX research project to discover the desirability of used item wedding registries
- Discovered that the majority of guests would gift used items, especially if vintage
- Tools used: User Observations, Interviews, Survey Design & Analysis

Data Driven Detroit Site *(2018)*
- Semester-long capstone project to redesign the company's data resources page
- Balanced stakeholder expectations and user research to make a hi-fi prototype
- Tools used: Card Sorting, Wireframes Photoshop, Illustrator