

Jacob Selby

User Interface Designer

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Education

Arizona State University

Junior 2023

Graphical Information
Technology- User Experience.
Courses such as graphical
communication, creative design
visualization, web authoring, and
human systems engineering.

Skills

UX Design
Design Systems
Project Management
Information Architecture
Usability testing
Visual Design
Collaboration
Wireframing
Prototyping

Tools

Figma
Photoshop
Illustrator
Procreate
Notion
HTML/CSS

Experience

UI Designer at WhiteMark Studio

March - June 2022, Boise

- Identified strengths of the brand strategy and started a user focused dynamic discussion
- Developed low-fidelity wireframes to establish the basic layout and structure of the redesigned website
- Created personas and outlined user needs to inform our redesign process
- Engaged with project manager and other designers to collaborate on preferences and pain points of the design system and layout

Marketing Associate at Frame of Mind Counseling Center

June 2019 - April 2021, Enid

- Conducted a competitive analysis to understand local industry trends
- Collected qualitative and quantitative data to inform design decisions and validate proposed solutions
- Created interactive prototypes and reviewed with key stakeholders
- Lack of a MVP was unsuccessful but with data-driven creation and refinements we managed an organic CTR of 16%

Projects

Improving the strike efforts of SAG-AFTRA

July 2023, Arizona State University

Created a visually engaging poster, showcasing a blend of creativity and usability. Proficiently utilized Figma and Photoshop, impressing my creative design thinking and visualization professor.

UX Community

UX Discord Server

April 2023 - Current

I participate in a regular UX network and learn from those more senior than me. Two recent topics I found very engaging was generative AI and the impact of socioeconomics on UX.