




# JOLENE ESPOSITO

## UI/UX Designer

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### SUMMARY

Emotionally intelligent designer and photographer with a background in research, marketing, and tech industry experience.

### SKILLS

User Research  
User Personas  
User Flows  
Journey Mapping  
Wireframing  
Hi-Fi Mockups  
Usability Testing  
Branding  
Typography

### TOOLS

Adobe Illustrator  
Adobe Photoshop  
Figma  
Sketch  
InVision  
Git | GitHub  
HTML  
CSS  
JavaScript  
Python

### EDUCATION

**M.F.A. Photography** | 2013  
Savannah College of Art and Design

**B.S. Psychology** | 2007  
Penn State University

### EXPERIENCE

#### **UI/UX Design & Frontend Development** | 2019 - 2020 Bloc - Design Track

- Immersive design program focused on industry best practices and processes for UX research, visual design, and frontend development.

- SickFix** | Medical supply subscription box
- V-Dubs** | Responsive, accessible storage and sharing app for Volkswagen enthusiasts

Product development, user research, branding and using pattern libraries, wireframing, low, medium, high fidelity mockups, prototyping, and running user testing

#### **Freelance Photographer** | 2010 - present

- Strong photographic storyteller with over 10 years experience balancing my expertise and personal style with the needs of clients and stakeholders. Use photo editing and graphic design software to make detailed product improvements that have been used in print and digital

#### **Project Manager** | 2015 - 2018

Center for Open Science, Charlottesville VA

- Designed dozens of digital assets: flyers, graphics, templates, which increased the visibility of the organization and its mission.
- Created static and interactive maps of over 200 community researcher locations, using data visualization with Python, to visually show the breadth of our reach
- Surveyed and interviewed users to learn software pain points and feature recommendations in order to improve usability

#### **Research Coordinator** | 2013 - 2015

University of Virginia Health System, Charlottesville VA

- Managed multiple scientific research projects by collaborating with stakeholders to develop and design research plans. Interacted closely with research staff, participants, and medical personnel. Synthesized qualitative and quantitative data into digestible findings