

# Jessica Menezes

## UX Designer

My background in Electronic and Communications Engineering brings an analytical and creative problem-solving approach to designing. I strive to create efficient and intuitive user experiences through research and user-centered design.



jessica.daniela.menezes@gmail.com  
07447580628

## Skills

### Design

Design Thinking  
User Research  
User Personas  
User Flows  
User Journey Maps  
Wireframes  
Prototypes  
Usability Testing  
Video Editing

### Software

Figma  
Marvel  
Lightroom  
VS Code

### Programming

HTML/CSS  
Javascript  
Arduino  
Python

## Education

### University of Kent

2016 - 2020

BEng Electronic and  
Communications Engineering  
First Class Honours  
Student Course  
Representative

## Experience

### UX Designer | CareerFoundry

January 2021

- UX Design Training Programme specialising in learning UX Methodology and process including User Research, User Personas, Information Architecture, Prototyping, Usability Testing and Visual Design.

#### Design Projects:

#### My Life | Health and Wellbeing App

March 2021

- Applying a user-centred design approach to design an app that encourages users to track their habits, find recipes and workouts to increase their overall mental and physical wellbeing.
- Conducted Research competitive analysis and user interviews to gain better insight and build user personas, user flows and user journey maps

#### Vocadex | Mobile Flashcard App

January 2021

- Utilised the design thinking process to design a mobile application which allowed users to learn and practice vocabulary in an interactive and customisable way.
- Identified users needs and pain points within competitors during research phase which resulted in concept sketches, low-fidelity wireframes and an interactive prototypes used for usability tests.

### Social Media Food Blogger

November 2020 - Present

- Utilised UX methods of research such as surveys to gain insight into users needs and what appealed to them.
- Worked and collaborated with reputable brands such as Tilda, Lee Kum Kee and Panasonic.
- Gained over 194k followers on [Instagram](#) and [TikTok](#) (@thatfoodiejess) by developing original, engaging and viral food content.
- Was featured in several online publications such as Evening Standard, BuzzFeed Food and Tasty.

### Web Developer | Inquire

September 2019 - March 2020

- Worked closely with the Head of Design to improve functionality of the site and the overall experience for the end-user on both website and mobile versions.
- Creating responsive pages as well as maintaining its performance using WIX web development platform
- Proof-reading content on the pages and adjusting layout before uploading online using various tools.