

JESS POTERALSKI

SENIOR DESIGN ENGINEER

Grass Valley, CA | jesspoteralski@gmail.com |  (415) 577 – 0804 |  [LinkedIn](#) | jesspoteralski.com/work/

Dedicated and visionary Senior Design Engineer and Creative Technologist with 15+ years of wide ranging experience elevating digital products across startups, corporations, and marketing teams. Hybrid designer-developer with a proven ability to take ideas from concept to code – crafting user experiences through iterative design, prototyping, and front-end implementation. Advocates for the end user by understanding their core needs. Seeking a new challenge to build accessible, scalable design systems and tools while utilizing strengths in UX design, content strategy, and human-centered thinking.

CORE COMPETENCIES

User Experience Leadership (UED/UX)	Interactive Design	Web Engineering & Development
Human-Centered Design Strategy	UX Design UI Design	Data Visualization
Design Systems Design Thinking	Prototyping Wireframing	Information Architecture
End-to-End Product Design	Usability Testing Personas	Cross-Functional Collaboration
Agile Project Management	UX Research User Research	Team Leadership & Mentorship
Front-End Development	TypeScript, React, NextJS, CSS3, JSS, HTML, JavaScript, Storybook, GraphQL, ThreeJS, D3	
Design & Prototyping	Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), SVG, a11y, Animation, Typography, Technical Illustration, Sketch	
Tools & Systems	Storybook, Chromatic, Content Management Systems (CMS), CI/CD, Marketo, Pardot, Algolia, Fullstory, Cloudinary, WordPress, Google Suite, Microsoft Office Suite	

PROFESSIONAL EXPERIENCE

DESIGN TECHNOLOGIST – PRINT, DIGITAL, WEB DEV

01/2013 – 03/2018 and 07/2025 – Today

Freelance | San Francisco, CA

Led as a vision holder for innovative experiences, websites, and user-centric designs for various clients. Championed for clients, primarily in the technology, life sciences, and biotechnology industries.

- Led end-to-end UX and UI design for an AI-driven biotechnology startup focused on matching samples to researchers.
- Managed print, packaging, branding, web, and digital design initiatives across multiple platforms.
- Created technical illustrations for print and digital applications.
- Designed and refined UX/UI for mobile applications, focusing on usability and visual consistency.

SENIOR DESIGN ENGINEER | UX DEVELOPER

03/2018 – 07/2025

10x Genomics | Pleasanton, CA

Promoted from Senior UX Developer to Lead Design Engineer for *10x Genomics*, a biotechnology research company.

- Built and designed scalable design systems and websites for dynamic experiences and product analysis integration.
- Bridged design and engineering, serving as a point-of-contact for cross-functional teams.
- Drove the end-to-end product design lifecycle by collaborating with product, engineering, operations, marketing, and design teams. Strong ability to derive simple solutions to complex problems.
- Synthesized UX/UI research and drove technical prototyping for scalable, user-centered solutions.
- Modernized a legacy React dashboard by separating pipeline data, restructuring it for modern frontend display workflows, and converting cloud-based components to functional components as well as hooks using TypeScript. This resulted in improved usability and paved the way for future design iterations.

- Created storyboards, wireframes, clickable prototypes for usability testing, scripts, and other UX artifacts to communicate design direction to Agile project teams and key stakeholders.
- Streamlined complex workflows for a web platform experiencing high drop-off rates..
- Revolutionized website content creation processes by implementing a user-friendly system that reduced reliance on design and engineering teams. This cut page creation time from 2-3 days to >1 day, resulting in greater efficiency.
- Mentored high-performing teams and advised stakeholders through ambiguity to increase user satisfaction.

EARLY CAREER

CREATIVE LEAD

2011 – 2013

Quest Diagnostics | San Francisco, CA

Oversaw a post-acquisition product and service rebranding effort for *Berkeley Heart Lab (BHL)* after its acquisition by *Quest Diagnostics*. After establishing the new brand identity and style guide, focused primarily on creating all print collateral as well as redesigning old pieces, producing web-based interactive educational video series, and designing trade show and conference support materials for both the medical professional community and *Quest* patients.

MARCOM SPECIALIST

2007 – 2011

Epitomics | San Francisco, CA

Created visual assets for web and digital presentations. Prepared catalogs, print advertisements, and trade show materials.

RESEARCH ASSOCIATE

2005 – 2006

UC Berkeley | Berkeley, CA

A continuation of research for the laboratory of Dr. Richard Stephens in the Department of Public Health at the *University of California at Berkeley*. Research and projects included assisting with the development of assays to quantify in vitro host cell infections, developing custom antibodies using scFv technology, and investigating the effects of heparin sulfate on Chlamydia host cell infections.

EDUCATION

Bachelor of Science Degree, Biology & Biochemistry

Presidential Scholar | Dean's List

Clarkson University | Potsdam, NY

CERTIFICATIONS

Certified: Data Journalism

The Knight Center for Journalism at the University of Texas | Austin, TX (2017)

Certified: Introduction to News Design

The Knight Center for Journalism at the University of Texas | Austin, TX (2016)

Certified: Data Visualization and Infographics with D3

The Knight Center for Journalism at the University of Texas | Austin, TX (2015)

Certified: Graphic Design

UC Berkeley Extension | Berkeley, CA (2010)