

Jess Poteralski

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Versatile designer and engineer with extensive experience in life sciences and biotechnology. Skilled in front-of-the-front¹ software design and development, and creating digital tools to support scientific research. Began career in public health, bringing a unique interdisciplinary perspective to technology solutions. Proven record of working independently or in teams taking projects from conception to implementation, enhancing user experiences, and improving operational efficiency.

EXPERIENCE

Senior Design Engineer 10x Genomics, Pleasanton CA

2018–today

- Balanced design and engineering in a hybrid role focused on the presentation layer of digital platforms
- Developed, implemented, and refined design systems for page content layout and product analytics
- Assisted in design and construction of corporate and technical support websites
- Supported graphic design, print design, and marketing automation systems
- Participated in research and explored UX/UI and technical solutions

Freelance Design and Development San Francisco CA

2013–2018

- Sought a variety of design and development projects primarily with biotechnology clients
- Managed projects for print and package design, logo and branding efforts, and web and digital solutions
- Generated technical illustrations for various print and digital applications
- Developed and refined UX/UI designs for mobile apps

Creative Lead Quest Diagnostics, South San Francisco CA

2011–2013

- Oversaw a post-acquisition product and service rebranding effort
- Updated print collateral and large-format design tradeshow assets
- Delivered high-quality print and web ads for marketing

Marcom Specialist Epitomics, South San Francisco CA

2007–2011

- Prepared catalogs, print advertisements, tradeshow materials
- Created visual assets for web and presentations

UC Berkeley School of Public Health Berkeley, CA

< 2007

UCSF School of Public Health San Francisco, CA

NYS Department of Public Health Albany, NY

EDUCATION

BS Biology and Biochemistry Clarkson University

Graphic Design UC Berkeley Ext.

SKILLS & INTERESTS

TypeScript, React, NextJS, CSS/JSS, HTML, accessibility, design systems, Storybook, Chromatic, ThreeJS, D3, Git-CMS, GraphQL, CI/CD, Algolia Figma, Adobe Creative Suite, SVG, animation, data visualization, technical illustration, typography, Letterpress, bluegrass, winter sports

¹ bradfrost.com/blog/post/front-of-the-front-end-and-back-of-the-front-end-web-development