Jackie Crowley

UX/UI + Product Designer

jackiehcrowley@gmail.com
+1 778-888-6408
jhcrowley.com
linkedin.com/in/jackiehcrowley

Experience

Employ to Empower   **June 2024 - August 2024**
Web Design Intern
- Lead the R&D of the redesign of ETE's current website and digital presence, through conducting stakeholder interviews and spearheading the **UX design process**
- Conducted usability tests and developed user personas to drive design decisions, leading to a more user-centered digital presence
- Designed wireframes and **high-fidelity mockups** on **Figma**, ensuring a user-friendly interface aligned with stakeholder expectations

FreshFind   **July 2024 - Present**
UX/UI Design Intern
- Collaborated with cross-functional teams to begin the redesign of an e-Commerce platform designed to empower local businesses and vendors
- Conducted competitor analysis and user interviews, informing design updates that aim to improve overall site usability

Technical Projects

JUNO Learning - Personal tutoring app   **April 2023 - Present**
Founder, Tutor, and UX/UI Designer
- Founded Juno Learning, an educational organization that has provided effective tutoring solutions to over 20 high school students, achieving an average grade increase of over 10% each semester
- Conducted user research on over 100 local high school students, which led to the collection of 3 critical insights and user stories that informed the app's design
- Currently leading the design and development of the JUNO Learning App, an iOS application designed to enhance learning experiences by **designing in Figma** and coding in Swift on Xcode

Portfolio Website - Site showcasing design projects   **January 2024**
Web Developer
- Successfully designed and developed a portfolio website from scratch with HTML/CSS and React, on VS Code
- Applied UX design principles and focused on design aesthetics to maintain a high-quality user experience
- Applied front-end development best practices such as responsive design, high quality code, re-usability and Git version control

Key Skills

Wireframing	User Research
Prototyping	Social Media
UI Design	Web Design
App Design	Digital Marketing

Tools

Figma   Adobe Photoshop
VS Code   Adobe Illustrator
Wix   Blender   Asana
Squarespace   WordPress

Education

University of British Columbia
Bachelor of Science - Cognitive Systems
Expected Graduation: April 2026

Interests

Watching Studio Ghibli films
Supporting the OKC Thunder
Hybrid strength training
Learning to surf

Other Info

Languages
English, Mandarin