

Jessica Wolff



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EXPERIENCE

The Cultural North, UX Engineer

Remote, Nov 2020 - now

- Built wireframe prototypes that helped improve development output time, increasing the number of clients we could take on to our workflow by 20%
- Redesigned and developed outdated and heavy Wordpress sites with modern and responsive web views, resulting in an average 3x conversion rate for our customers
- Improved site performance by migrating to a light-weight headless CMS, managed all cross-browser and multi-platform compatibility, and reduced bundle and asset-size leading to an average reduced bounce rate of 25%
- Crafted designs for different web apps to enhance user experience, leading to higher profitability for our clients and an increase in client referrals, generating \$30,000 in additional revenue

Illustrated Javascript, UX Engineer

Remote, June 2020 - Nov 2020

- Led user experience research and product strategy by conducting user interviews, gathering user feedback and creating user stories, leading to a deeper understanding of the business domain and customer needs
- Guided the team through a product pivot in content curation by wireframing future iterations to improve features based on user feedback
- Modernized branding, redesigned landing page and developed a new marketing site
- Created mockup prototypes and reusable UI components
- Engineered custom Lottie animations, short animated videos and illustrations to enhance course curriculum

Lambda

Remote, Feb 2020 - Nov 2020

Lambda Labs - Student Developer & Designer

- Led design and front-end development team to create a custom social media manager capable of organizing and scheduling tweets while simultaneously managing engagement statistics to improve Lambda's social engagement on Twitter
- Worked with the back-end team to strategically display drafts, scheduled posts and directly post tweets to any account in real time, utilizing Twitter's API

Team Lead

- Prepared code reviews and offered actionable feedback to developers increasing code quality by 30%
- Directed a team of 10 front-end developers to meet project deliverables while adhering to the client and project specifications

EDUCATION

Lambda School

Remote

Front End Web Development

Class of 2020

University of Colorado

Colorado Springs, CO

B.S., Management & Marketing

Class of 2016

TOOLBELT

Figma

Adobe Creative Suite

HTML / CSS / JS

SaSS

TailwindCSS

React

Lottie