

Jessica Jean Armstrong

UX Designer



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About Me.

UX Designer with 3 years experience.
Inquisitive. Dedicated. Talented.
Joyfully maps the solutions to your
UX challenges Thrives within a team.

Industry Knowledge

Product Design
User Interface
Rapid Prototyping
Design Research
Wireframing
Client Discovery
Design Thinking

Tools & Technologies

Abstract
Adobe (Photoshop, XD)
InVision
Sketch
Project Management (Jira,
GitLab, Trello)
Development (Atom, C9)
Palette Gear

Other Skills

HTML, CSS
Resourcefulness
Improvisation

Relevant Experience

APRIL 2018 - FEBRUARY 2019

UX Designer | Focus21 Inc.

Co-Creating Custom Software Platforms

- Prepared and facilitated Co-Discovery sessions with the Design Lead
- Formulated and tested hypotheses with user research and interviews
- Evaluated workflows and task flows to identify areas for improvement
- Develop iterations of lo-fi sketches, wireframes and designs into hi-fi mockups and working InVision prototypes
- Coordinated and attended Focus21's booth at CES 2019
- Took the initiative to design and develop landing pages with marketing for lead generation purposes

DECEMBER 2016 - SEPTEMBER 2017

UI/UX Product Designer (Contract) | Vimix and Sixfactors Inc.

Custom Video Marketing Platforms

- Led the daily scrum with in-house and outsourced developers as the acting Scrum Master
- Planned and facilitated user research, interviews, and testing
- Rapid feature wireframing and prototyping with developers
- Front-end development on the Vimix and Sixfactors websites using the Cloud9 IDE (HTML and CSS)

MARCH 2016 - OCTOBER 2016

Content Designer (Contract) | Freeman Audio Visual

Experiential Marketing & Events Agency

- Curated photos, videos and written content to migrate to a CMS for marketing purposes
- Edited past case studies into a new format, and wrote new case studies for Freeman events
- Attended the Microsoft Partners Conference as a photographer with Freeman creative
- Assisted in developing an internal and external social media strategy for Freeman AV Canada

Education

SEPTEMBER 2015 - DECEMBER 2015

User Experience Design | Brainstation

2011 - 2015

Bachelor of Business Management | Western University

Business Management and Organizational Studies - Consumer Behaviour (BMOS)