# **JESSICA (JOSIE) GRIFFIN**

# **UX/UI & PRODUCT DESIGN**

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#### **EXPERIENCE**

### **UI Designer**

**August 2024 - April 2025** 

The Restaurant Store

Lancaster, PA

- Designed and developed high-impact marketing landing pages, driving consistent brand experience and supporting a ~15% increase in campaign engagement.
- Remediated legacy UI Components for mobile usability and accessibility, implementing WCAG 2.2 compliant design solutions that improved Lighthouse accessibility scores by 30+ points.
- Redesigned the e-commerce checkout flow using usability data, session recordings, and stakeholder feedback to reduce friction, increasing task efficiency by 30% in testing and reducing cart abandonment by ~10%.
- Delivered iterative wireframes, prototypes, and high-fidelity mockups in Figma, leveraging user research insights and business strategy to support intuitive, end-to-end customer journeys.

## **UX/UI Intern**

May 2024 - August 2024

- Conducted comprehensive user research by analyzing quantitative and qualitative data across devices to identify key pain points and report actionable recommendations, improving feature adoption and usability.
- Documented UI patterns in our design system and research in Microsoft Sharepoint, enhancing design scalability and cross-functional handoffs.
- Contributed to user acceptance testing for major feature releases, collaborating with developers to identify and resolve 20+ pre-launch issues, ensuring pixel-perfect implementation of responsive designs.
- Optimized the "About Us" page by leading user research and redesigning the page to address user needs and enhance customer trust, increasing CTA clicks by 75% and scroll depth by 20%.

# **Presentation Expert**

June 2021 - May 2024

**Target** 

Lititz. PA

 Implemented visual merchandise displays following corporate branding standards to increase product visibility and accessibility, achieve 96% guest satisfaction, and boost sales by 25% during promotional periods.

## **PROJECTS**

# Loving Care Cat Rescue | Nonprofit Redesign

**January 2024** 

A UX-focused redesign project to increase volunteer engagement and donations for a local animal rescue.

- Conceptualized a landing page redesign, creating wireframes and high-fidelity prototypes informed by user research.
- Produced mockups, user journeys, sitemaps, and other design assets within a set timeline.
- Established a scalable brand identity and design system to support fast and consistent future development.
- Case Study: <a href="https://josiegriffin.dev/#/lccr">https://josiegriffin.dev/#/lccr</a>

## Feev.io | Competitive Trivia Web Application

**August 2023** 

A full-stack trivia platform designed to deliver a gamified user experience using React, Express, and MongoDB.

- Designed user-friendly Figma wireframes and iterated from feedback to improve usability and game flow.
- Optimized engagement with timed trivia, incorrect answer penalties, and a score board to enhance the competitive aspect of the application, increasing user trivia session completion by 75%.
- Github: <a href="https://github.com/Cat-Scratch-Feev/trivia-feev">https://github.com/Cat-Scratch-Feev/trivia-feev</a> | Live App: <a href="https://feevio-9028928ec5ce.herokuapp.com">https://feevio-9028928ec5ce.herokuapp.com</a>

### **EDUCATION**

# **UX/UI Boot Camp Certificate** | University of Minnesota

2024

Full Stack Web Development Certificate | University of Minnesota

2023

### **SKILLS**

 $\textbf{Design} \mid \mathsf{Design} \; \mathsf{Systems} \cdot \mathsf{User} \; \mathsf{Interface} \; \mathsf{Design} \cdot \mathsf{Interaction} \; \mathsf{Design} \cdot \mathsf{Branding} \; \mathsf{Identity} \cdot \mathsf{Prototyping} \cdot \mathsf{Design} \; \mathsf{Strategy} \cdot \mathsf{Product} \; \& \; \mathsf{Project} \; \mathsf{Management} \cdot \mathsf{Product} \; \mathsf{Vision} \cdot \mathsf{System} \; \mathsf{Design} \cdot \mathsf{Creative} \; \mathsf{Direction} \cdot \mathsf{Information} \; \mathsf{Architecture}$ 

User Experience | User Testing · User Interviews · Surveys · Journey Mapping · A/B Testing · Card Sorts · User Flow

 $\label{lem:condition} \textbf{Technology \& Collaboration} \mid \textbf{Figma} \cdot \textbf{Adobe Illustrator} \cdot \textbf{Photoshop} \cdot \textbf{JavaScript} \cdot \textbf{WCAG 2.2} \cdot \textbf{CSS} \cdot \textbf{SEO} \cdot \textbf{Microsoft Clarity} \cdot \textbf{Google Analytics} \cdot \textbf{Trello} \cdot \textbf{Clickup} \cdot \textbf{Microsoft Sharepoint} \cdot \textbf{Git} \cdot \textbf{Agile}$