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: https://josiegriffin.dev/#/lccr

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: https://github.com/Cat-Scratch-Feev/trivia-feev | Live App: https://feevio-9028928ec5ce.herokuapp.com

EDUCATION

UX/UI Boot Camp Certificate | University of Minnesota   **2024**
Full Stack Web Development Certificate | University of Minnesota   **2023**

SKILLS

Design | Design Systems · User Interface Design · Interaction Design · Branding Identity · Prototyping · Design Strategy · Product & Project Management · Product Vision · System Design · Creative Direction · Information Architecture

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

Technology & Collaboration | Figma · Adobe Illustrator · Photoshop · JavaScript · WCAG 2.2 · CSS · SEO · Microsoft Clarity · Google Analytics · Trello · Clickup · Miro · Microsoft Sharepoint · Git · Agile