

# JESSICA PARRA-FITCH

UX/UI Designer

Portfolio: <https://www.behance.net/parrafitch>

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## EXPERIENCE

### SENIOR ACCOUNT EXECUTIVE

*LELO, San Jose, CA / July 2017 - July 2019*

- Worked cross-functionally with the LELO sales, marketing, logistics, creative and product design teams across North America and internationally to grow business channels and brand awareness
- Coordinated marketing campaigns, sales strategy, and product launches with a large portfolio of accounts across the United States
- Conducted product trainings for retailers
- Pursued business development opportunities in new geographies with a focus on Latin America

### OWNER / CERTIFIED MASSAGE THERAPIST

*Bloom Massage, San Diego, CA / October 2016 - October 2018*

- Launched successful massage therapy practice with an array of massage modalities offered that ensured client retention through customized sessions
- Oversaw daily business operations
- Implemented co-branded marketing activations with holistic arts practitioners

### POPULAR EDUCATION ASSOCIATE

*Pacific Institute, Oakland, CA / September 2013 - April 2014*

- Built upon the Institute's curriculum resources on urban planning and community resilience to climate change
- Facilitated project development and work-planning meetings for coalition-based work with community partners
- Conducted background research needed to develop program activities and graphically design its materials

### SOUTHERN CALIFORNIA ORGANIZER

*Food & Water Watch, Los Angeles, CA / June 2012 - June 2013*

- Developed legislative, field organizing and media campaigns while co-managing the LA field office
- Built a strong base of organizations and individuals in support of organizational campaigns through grassroots tactics
- Collaborated with communications specialists to develop and deliver messaging for campaign strategy

## SKILLS

User-Centered Design  
Competitive Analysis  
User Personas  
Information Architecture  
Usability & Preference Testing  
Iterative Wireframing & Prototyping  
Design Documentation & Presentation  
Adobe XD  
Balsamiq  
Microsoft Office  
Product Training Facilitation  
Spanish (Fluent)  
Portuguese (Advanced)

## EDUCATION

### Career Foundry

UX Certification, 2019

### Massage Therapy

#### Certification #72017

International College of Holistic Studies, 2016

### Bachelor of Arts International Political Economy and Anthropology

University of California  
Berkeley, 2010

### Anthropology and Portuguese

Pontificia Universidade Católica,  
Rio de Janeiro, 2009