JESSICA MCCULLOUGH

CONTACT ME

uxjessica1@gmail.com

(707) 834 - 7401

uxjessica.me

https://www.linkedin.com/in/jessica-mccullough1

SKILLS

DESIGN

Content Strategy
Sitemaps
User Flows
Informational Architecture
Sketching
Wireframing
Rapid Prototyping
Visual Desgin
User Interface Design

RESEARCH

Competivie Analysis
User Surveys
Persona Development
User Journeys
Card Sorting
Storyboarding
Contextual Inquiry
Usability Testing

TOOLS

Sketch
Invision
Flinto
Working Knowledge of
HTML & CSS

SUMMARY

I have known my whole life that I can draw a picture and balance a check book but I didn't know that it would lead me to where I am today. I am a fun, energetic, problem-solving user experience designer with a background in finance and illustration.

I use ethnography to understand people and how they interact with the digital world, I sketch to generate and communicate ideas that offer different ways to relieve stress for users, and I can build wireframes to create a structure of stability and understanding, translating ideas into solutions.

EXPERIENCE

2017 — **UX & Visual Designer | EARN.org** *consultation*
- Re-designed an exisiting help center to encourage users to search for an answer which will decrease the number of tickets being submitted.
- Platform research, infinity mapping, data synthesis, competitive and comparative analysis helped to form the information architecture.
- Rapid Sketching and usabilty testing drove the design of the final prototype which was built using HTML and CSS.

2017 — **UX & Visual Designer | San Francisco Bicycle Coalition (group project, concept project)**
- Designed a mobile app to empower San Francisco Bicyclists to be able to report and track issues.
- User interviews, surveys, contextual inquiry, competitive and comparative analysis drove the information architecture.
- Rapid Sketching, iterations and usabilty testing drove the design of the mock ups and prototype.

2017 — **UX Designer & Researcher | Wolf and Lion Pet Supplies E-commerce Website** *concept*
- Designed an e-commerce website that would allow easier access to products while still keeping the small store feel.
- Used competitive and comparative analysis, card sorting, and usability testing to inform the design of global navigation as well as filtering options.

WORK EXPERIENCE

2015 - 2016 — **Financial Center Operations Manager | Bank of America**
- Top rate communication skills
- Always up to date on new processes and requirements
- Exceptional at translating user needs into creative and functional solutions
- Organized and time efficient with project deadlines

2012 - 2015 — **Preferred Rewards Specialist | Bank of America**
- Excellent at listening to user issues and translating their needs into creative and functional solutions
- Stimulate overall associate moral, with an upbeat, positive attitude
- Organized and time efficient with project deadlines
- Analyze and deliver reports of associate metrics on a daily and weekly basis.

2011 — **Teller Operations Specialist | Bank of America**
- Customer service expert
- Always up to date on new processes and requirements
- Organized and time efficient
- Fantastic team player

EDUCATION

2017 — **GENERAL ASSEMBLY**
- User Experience Design Immersive