

# JESSICA MCCULLOUGH

## SKILLS

### DESIGN

Content Strategy  
Sitemaps  
User Flows  
Informational Architecture  
Sketching  
Wire framing  
Rapid Prototyping  
Visual Design  
User Interface Design

### RESEARCH

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

### TOOLS

Sketch  
Invision  
Flinto  
HTML & CSS

## EDUCATION

General Assembly -  
User Experience  
Design Immersive

## CONTACT ME



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## SUMMARY

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. I build wireframes to create a structure of stability and understanding, translating ideas into solutions.

## PROJECT EXPERIENCE

- 2017 ● UX & Visual Designer | EARN.org consultation
  - Re-designed an existing 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 usability 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 usability 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