

Desiree Jackson

Atlanta, GA 30331

985-231-8094 | desireejacksonsdesign@gmail.com | desireejacksonsdesign.com

<https://www.linkedin.com/in/desireejacksonsdesign/>

USER EXPERIENCE (UX) AND USER INTERFACE (UI) DESIGNER

Highly driven UX Designer with experience in the Fin-Tech, e-Commerce, and digital design industries. Passionate about developing successful digital products with accessible and on-trend designs. Demonstrated expertise creating solution-oriented wireframes, prototypes, process flows, and conducted usability testing. With a focus on teamwork, creativity, and punctuality, excel at accomplishing the full design process from ideation to production.

KEY SKILLS

User Experience Design (UED) | User Interface (UI) Design | Wireframing | Prototyping | Iteration | Front-End Development | User Research | A/B Testing | Interviews | Presenting | Surveys | Organization Skills | Communication | Scalability

TECHNICAL SKILLS & TOOLS

Figma | Sketch | Miro | Adobe XD | Flowmapp | Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Salesforce | Confluence | JIRA | HTML 5 | Javascript | Bootstrap | CSS | jQuery | Webflow | Microsoft Suite | Google Suite | InVision | Mural | Trello | Zoom | Slack | Agile | Scrum

PROFESSIONAL EXPERIENCE

PNC Financial Services, Remote (Atlanta, GA)

April 2023 - Present

User Experience Designer

Designed the user experience of PNC's retail instance of Salesforce, the SaaS platform for bankers and Customer Care Center employees.

- Successfully created solution-oriented wireframes, prototypes, process flows, and conducted usability testing. Iterated business processes to create a solution that was scalable for the business.
- Designed reusable components and managed the design system for the EDGE UX team.
- Executed WCAG 2.2 Accessibility standards across designs, mitigated risk for the bank, and advised other lines of business on following guidelines.
- Presented over 50 designs to stakeholders and created documentation explaining design rationale.
- Communicated abstract concepts to cross functional teams and collaborated closely with the Product and Development teams.

Kings Fine Art & Decor, Atlanta, GA

June 2020 – April 2023

eCommerce Manager

Redesigned and built the ecommerce website through Shopify. Created social media strategies and content that followed current trends.

- Executed a full redesign of the company's logo and ecommerce website, leading to a 40% increase in sales.
- Provided inventory management, handled all product ordering, managed client accounts, and billed for services.
- Researched and implemented search engine optimization techniques to drive a 20% increase in website traffic.
- Created and edited custom artwork for clients specific needs.

EDUCATION

Completing coursework towards **Bachelor of Science, BS in Web Design** | Wilmington University

PROFESSIONAL DEVELOPMENT & TRAINING

UX/UI Certificate | Georgia Institute of Technology