Jessica Fatherly

Experience Designer + Strategist

Skills

UX / UI Design
UX Strategy
User Testing
User Flows
Modular Design Systems
Wireframes / Prototypes
Experiential Design
Information Architecture
Interaction Design
Storytelling
Concept Development
E-Commerce

Tools

Sketch
InVision
Figma
Adobe CC
Mintel
Miro
Usertesting.com
Confluence
Cinema 4D

I Love

Tacos + Chimichangas
Spicy Food
Tiny Homes
Blazer Jackets
Zodiac Signs
Crafting
Being A Big Sister

Achievements

2020 BC Sprint Winning Pitch
2017 YMA FSF Case Study Winner
2016 YMA FSF Case Study Winner

Experience

Nov 2020 to Present | Remote

Total Wine & More UX Designer

I work to implement Lower Funnel enhancements by partnering with Product Managers and Technology team members in an Agile Scrum environment. I implement all design stages from initial discovery and immersion research, to developing the experience strategy, as well as executing on prototypes and hifi designs to hand-off to developers. **Select Projects**: Account Creation During Checkout, Wine Ring Integration, Digital Payments, Account Onboarding, SKU Limits, Gifting 3.0, Online Gift Card Redemption

Aug 2018 to Present | Remote

Freelance Experience Designer

I combine business and strategy with design and technology to transform opportunity explorations into seamless digital experiences for clients. **Select Clients**: Pumpkin's Kitchen Cafe, Tread Happy, Coors Light, SGVE Pro, Total Makeover, A&A Healthy Coaching, and more

Jul 2020 to Nov 2020 | Remote

Code & Theory Experience Strategy Intern

I uncovered opportunity explorations through discovery and defined product requirements through Interaction Design Models, Content Functionality Requirements, and Information Architecture. I acted as a thread between Designers and Developers and worked to ensure the integrity of experience strategies were upheld for digital products through modular systems.

Jun 2019 to Aug 2019 | New York, NY

Publicis NY Experience Design Intern

I completed site audits to uncover areas of opportunity such as intuitive wayfinding, smart navigation, and content strategy. I developed user journeys and user mindsets to influence UX strategy when designing wireframes and prototypes for customer facing digital experiences across desktop and mobile platforms.

Education

VCU Brandcenter | May 2020

Master of Science in Experience Design

Virginia Commonwealth University | May 2017

Bachelor of Arts in Fashion Merchandising

General Business Minor