

# 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  
Responsive Design  
Annotations  
E-Commerce

### Tools

Sketch  
InVision  
Figma  
Adobe CC  
Mintel  
Miro  
Usertesting.com  
FinalCut Pro  
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

Jul 2021 to Present | Remote

#### Meijer Senior UX Designer

I build out wireframes, mockups and prototypes that lead to intuitive digital experiences across desktop and mobile web. I partner with Product Managers to remain in scope and meet deadlines, UX Researchers to ensure designs are iterated on appropriately, and Developers for technical feasibility. **Select Projects:** Auto Add to Cart

Nov 2020 to Jun 2021 | Remote

#### Total Wine & More UX/Product Designer

I worked to implement Lower Funnel enhancements by partnering with Product Managers and Technology team members in an Agile Scrum environment. I implemented 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

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