Jessica Fatherly

Education

Bachelor of Arts in Fashion Merchandising and Minor in General Business from Virginia Commonwealth University
(May 2017)

Master of Science in Business and Branding with Concentration in Experience Design from Virginia Commonwealth University
(May 2020)

User Experience Skills

UX Strategy
User Testing
User Journeys
User Flows
Modular Design Systems
Wireframes and Prototypes
User Research
User Testing

Visionary Skills

Storytelling
Competitive Analysis
Industry Trend Research
Creative Strategy
Workshop Facilitation
Cross Team Collaboration

E-commerce Skills

Merchandise Strategy
Trend Analysis
Vendor Collaboration
Promotional Planning
Data Analysis

Tools

Figma
Adobe Creative Cloud
Google Suite
Keynote
Microsoft Office
Usertesting.com
Mintel
Miro
Jira

Experience Designer + Strategist

Qualifications Summary

- Seasoned versatile visionary blending expertise across e-commerce merchandising and UX design to fluently uncover user needs from both lenses, driving platform optimization that lifts conversion and loyalty

- Successful history of collaborating cross-functionally with teams like Development, UI, Product Management, Marketing, and Web Production to envision and execute digital strategies

- Analytical approach leveraging user testing data to strategically address business needs and satisfy user challenges

Work Experience

Jan 2022 to Present | Remote

CI&T **Senior UX Designer**

I have developed a new Discovery process that includes essential UX design steps. I work collaboratively with Product Managers, Product Owners, Developers, and UI Designers to craft delightful digital experiences. My responsibilities span completing industry research, crafting project charters, conducting user testing, and creating wireframes and prototypes that directly address business challenges and user needs. Additionally, I lead interactive workshops to facilitate process improvements.

Jul 2021 to Dec 2021 | Remote

Meijer **Senior UX Designer**

I built out wireframes, mockups and prototypes that lead to intuitive digital experiences across desktop and mobile web. I partnered with Product Managers to remain in scope and meet deadlines, UX Researchers to ensure designs are iterated on appropriately, and Developers for technical feasibility.

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.

Jul 2020 to Nov 2020 | Remote

Code and 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

Publicis New York **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.