

# Jessica Jean Armstrong

## UX Designer



jessica@callmejj.ca

519-897-6778

www.callmejj.ca

www.linkedin.com/in/akajj

### About Me.

UX Designer with 3 years experience.

Inquisitive. Dedicated. Talented.

Joyfully maps the solutions to your

UX challenges. Thrives within a team.

### Industry Knowledge

Product Design

User Interface

Rapid Prototyping

Design Research

Wireframing

Client Discovery

Design Thinking

### Tools & Technologies

Abstract

Adobe (Photoshop, XD)

InVision

Sketch

Project Management (Jira,

GitLab, Trello)

Development (Atom, C9)

Palette Gear

### Other Skills

HTML, CSS

Resourcefulness

Improvisation

### Relevant Experience

APRIL 2018 - FEBRUARY 2019

#### UX Designer | Focus21 Inc.

Co-Creating Custom Software Platforms

- Prepared and facilitated Co-Discovery sessions with the Design Lead
- Formulated and tested hypotheses with user research and interviews
- Evaluated workflows and task flows to identify areas for improvement
- Develop iterations of lo-fi sketches, wireframes and designs into hi-fi mockups and working InVision prototypes
- Coordinated and attended Focus21's booth at CES 2019
- Took the initiative to design and develop landing pages with marketing for lead generation purposes

DECEMBER 2016 - SEPTEMBER 2017

#### Product Manager & Designer (Contract) | Vimix

Custom Video Marketing Platforms by Sixfactors Inc.

- Led the daily scrum with in-house and outsourced developers as the acting Scrum Master
- Planned and facilitated user research, interviews, and testing
- Rapid feature wireframing and prototyping with developers
- Front-end development on the Vimix and Sixfactors websites using the Cloud9 IDE (HTML and CSS)

MARCH 2016 - OCTOBER 2016

#### Content Designer (Contract) | Freeman Audio Visual

Experiential Marketing & Events Agency

- Curated photos, videos and written content to migrate to a CMS for marketing purposes
- Edited past case studies into a new format, and wrote new case studies for Freeman events
- Attended the Microsoft Partners Conference as a photographer with Freeman creative
- Assisted in developing an internal and external social media strategy for Freeman AV Canada

### Education

SEPTEMBER 2015 - DECEMBER 2015

#### User Experience Design | Brainstation

2011 - 2015

#### Bachelor of Business Management | Western University

Business Management and Organizational Studies - Consumer Behaviour (BMOS)