JESSICA ROBISON

UX DESIGN LEADER & STRATEGIST

DETAILS

ADDRESS
Acton, Ma
United States

PHONE
(401) 316-2751

EMAIL
JBRcreative@gmail.com

LINKS

Portfolio - password
Welcome

LinkedIn

SKILLS

User Experience Design

Design Leadership

UX Design Strategy

Design Thinking

Usability Testing

Figma

Adobe Suite

Mentorship

User Research

Prototyping

Wireframing

PROFILE

User-centered UX strategist and Design leader with 15 years of experience designing while managing user experiences across various industries. Proven track record of driving innovation, and leading cross-functional teams.

EMPLOYMENT HISTORY

Freelance UX/UI Designer, Self
Acton, Ma
Dec 2023 — Present

Founding UX Designer, Ophelia Labs
Boston, Ma
Jul 2024 — Dec 2024

- Lead research and beta test app design for early-stage start-up Kinsome - a kids app to help grandparents and kids connect more.
- Implemented user testing methodologies to validate design concepts and iterate early on with students in a design thinking case study class alongside friends and family.
- Designed service design pieces under to help investors better understand product fit and market potential.

UX Manager, Tamr
Cambridge, Ma
May 2021 — May 2023

- Led UX design research team for the company's first Saas Data Mastery Software from ideation to market launch. While continuing to serve the legacy software and customers.
- Spearheaded Information Architecture transformation for product pivot to enable seamless user interaction throughout the data lifecycle in a more scaleable way with less onboarding time and significant gains in business productivity.
- Creative lead and strategist on vision ware detailed clickable prototypes showcasing real-time data enrichment, empowering curators and engineers with a comprehensive understanding of data products to get executive buy-in for large potential future customers.
- UX and UI played a pivotal role in securing a successful white-labeling opportunity and cloud partners, emphasizing the value of a well-designed, user-friendly data Ecosystem.

PRINCIPAL UX DESIGNER, Etq
Burlington, Ma
Nov 2019 — May 2021

- Drove product roadmap and design vision for multiple versions of software, lead research, and reimagined how a Quality Management System can reduce cognitive load, and increase efficiency, accuracy, and user adoption for new and existing users of Reliance QMS.
- Matured the role of design and research in the company culture by bringing cross-functional teams together for design sprints and design thinking workshops, contributing highly to the larger product vision at an executive level.

LEAD UI/UI DESIGNER, Signify
Burlington, Ma
Feb 2017 — Oct 2018

- Drove innovation and design in UX for all North American professional lighting applications used by Lighting Designers and Application Engineers for Signify products.
- Worked across 3 separate SAFe Agile teams - cloud-based products, IoT research, and professional design applications from the road map to roll out.

UX/UI ART DIRECTOR, Vistaprint
Waltham, Ma

Feb 2014 — Jan 2017

Redesigned and maintained the best-in-class mass customization

application, based on testing, business goals, and new product roll-outs.

- Managed and mentored visual and UX designers on the web team

SR. DIGITAL DESIGNER, Rue Lala
Boston, Ma

Oct 2009 — Feb 2014

- Designed and maintained the look, feel, and functionality for all screen sizes

and all templates for member email communication during re-branding.

- Designed and led a project to move the site over to responsive layout.

EDUCATION

B.F.A, Pratt Institute
Brooklyn, NY

Aug 2003 — May 2008

Major in Graphic Design & Communication Arts

Dean's List, Presidential Merit Scholar

Certificate in UX Design, General Assembly
Boston

Jun 2016 — Aug 2016

Course in : Leadership Strategy, Harvard Extension

Nov 2021

COURSES

Leadership Strategy, Harvard Extension School

Jan 2022 — Mar 2022