

JESSICA BAGBY

EXPERIENCE DESIGNER

EXPERIENCE

CARMAX

JUNIOR PRODUCT DESIGNER

AUG 2017 - PRESENT

Act as Discovery Lead on special product initiatives. Responsible for user interviews, competitive analysis, heuristic review & usability testing. Present recommendations to stakeholders with wireframes, prototypes & user flow. Collaborate with developers, product managers & strategist for implementation. Rotate amongst various product teams and support their product designers through discovery, design & delivery.

PRODUCT DESIGN INTERN

JUNE 2017 - AUG 2017

Collaborate with two developer interns to create an internal web application platform for associates. Developed through various UX methodologies, iterative design, prototyping & usability testing. Collaborated with various stakeholders & other product teams for successful deployment of our product.

THE BOATHOUSE RESTAURANT GROUP

ASSISTANT EVENT COORDINATOR

SEPT 2017 - DEC 2016

Advocate for high standards of excellence thorough service design to provide delightful and rewarding customer experiences.

DISCOVERY COMMUNICATIONS

MARKETING CONCEPTUALIST DESIGN INTERN

DEC 2013 - MAY 2014

Creatively collaborated on a dynamic team to plan and pitch digital outreach initiatives with focused strategies and tactics for a live event across multiple platforms.

Conducted and analyzed research for insights to construct creative tactics to connect with targeted audiences.

HENRICO COUNTY DIVISION OF RECREATION AND PARKS

LEAD MARKETING & SOCIAL MEDIA COORDINATING INTERN

MAY 2013 - AUG 2013

Curate branded platform content.

Redesign, update and edit divisions web pages using WordPress.

Evaluate social media strategies and tactics that best communicate effectively with citizens and organizations through social media platforms.

PATIENT FIRST CORPORATE OFFICES

ART DIRECTION INTERN

MAY 2013 - AUG 2013

JAMES MADISON UNIVERSITY ARAMARK DINING SERVICES

MARKETING INTERN

JAN 2013 - AUG 2013

INTEREST

MERGING PASSION OF LOGIC & BEAUTY CURATING MEANINGFUL HUMAN CENTERED DESIGN

Traveling, refining my fashion collection, knitting, my dog, historical dramas, immersing myself in different cultures & perspectives

CONTACT

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JESSICABAGBY.COM

BAGBY.JESS@GMAIL.COM

EDUCATION

VCU BRANDCENTER

Experience Design

May 2018, MS in Business

JAMES MADISON UNIVERSITY

Converged Media + Public Relations

May 2014

SKILLS

DISCOVERY

User Interviews + Research

User Journey + Flows

Persona

Story Board

Usability Testing

DESIGN

Concept Ideation

Wireframes

Information Architecture

Lo + Hi Fidelity Prototype

User Interface Design

TOOLS

Sketch

Ethn.io

Invision

Ustesting.com

Principle

Lean Kit

Keynote

Optimal Workshop

Illustrator

Sharpies

InDesign

Post- its

AWARD

BEST IN FESTIVAL FOR INTERACTIVE MULTIMEDIA 2014

AWARDED BY BROADCAST EDUCATION ASSOCIATION