


 jessebandfield.com

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SKILLS

Design

Design Thinking

Human Centered Design

User Experience Design

Information Architecture

Visual Design

Web / Mobile Design

Hi-Fidelity Mock-Ups

Tools

Figma

Adobe Photoshop

Adobe XD

Miro

Pen and Paper

Webflow

UX Methods

Prototyping

Wireframing

Storyboarding

Competitive Analysis

User Interviews

User Surveys

User Personas

User Flows

Usability Testing

Affinity Mapping

EDUCATION

UX Academy, DesignLab

Apr 2020 - Sep 2020 | Online

Calvin University

Sep. 2008 - May 2012 | Grand Rapids, MI

B. Arts, Film Studies

Minor, Studio Art

CURRENT POSITION

UX Designer (freelance), Atomic Digital Studio

Apr 2021 - Present | Remote

- Sole designer working in collaboration with a developer to build, optimize, and maintain client websites.
- Use FigJam for early-phase collaboration with developer to establish IA and user flows.
- Use Figma for rapid wireframing and prototyping to convey vision and receive client feedback.
- Use Figma to create hi-fidelity mock-ups, clickable prototypes, UI assets, and communicate final designs to the developer.

PROJECTS

Kidpower Unites: Responsive Web & Digital Product

Feb 2021 - May 2021 | Remote

- Small, collaborative team of devs and designers worked with founder to create a charitable giving platform for kids.
- Conducted a competitive analysis and created user flows that led toward the team's understanding of the problem space and viable solutions.
- Designed with developers to ensure consistency in designs with data pulled from the Amazon API.
- Used Slack to personally drive cross-team communication, allowing devs and designers to remain aligned and aware of each others' needs.


Bountiful: Web-based platform research

Mar 2021 - Apr 2021 | Remote

- Worked with designers to understand a complex ecosystem. Created wireframes to help pitch product recommendations to co-founders.
- Conducted an heuristic analysis to prioritize changes to the current site prior to launch.
- **Outcome:** developed a journey map and wireframes that impressed co-founders and led towards a product pivot.

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PROJECTS, CTD

New Money Eco: Responsive Web Design (Webflow)

Oct 2020 - Dec 2020 | Remote

- Delivered ready-to-publish site built with Webflow that seamlessly served two separate customer segments.
- Completed a web audit of current site and prioritized areas of improvement.
- Worked with graphic designer and videographer to develop key assets to better tell the product's story.

E-commerce Website: Design & Launch (Shopify)

Jul 2020 - Oct 2020 | Remote

- Launched an e-commerce site on Shopify that sold artwork. Custom map feature delighted users.
- Conducted user interviews and usability tests in order to develop brand and voice and ensure product discovery.
- Created information architecture for product categories by conducting a card sort of 65+ products.

RELATED EXPERIENCE

General Manager, The Commons

Jun 2017 - Dec 2019 | Detroit, MI

- Designed, launched, and managed a café laundromat. Established the business systems, menu, vendors, design, and training in nine months, followed by 21 months of running and managing the business.
- Led by human-centered design. Learned to be aware of everything: customer needs and habits, business goals and KPIs, and constraints on my time and business systems.
- **Outcome:** netted \$142k in the first year, and maintained 4.8 stars on Google between 130 reviews.