




-  jessebandfield.com
-  jesse.bandfield@gmail.com
-  (313) 910.6948
-  linkedin.com/in/jessebandfield

SKILLS

- | | |
|--------------------------|----------------------|
| Design | UX Methods |
| Design Thinking | Prototyping |
| Human Centered Design | Wireframing |
| User Experience Design | Storyboarding |
| Information Architecture | Competitive Analysis |
| Visual Design | User Interviews |
| Web / Mobile Design | User Surveys |
| Hi-Fidelity Mock-Ups | User Personas |
| | User Flows |
| | Usability Testing |
| | Affinity Mapping |
-
- Tools
- Figma
 - Adobe Photoshop
 - Adobe XD
 - Miro
 - Pen and Paper
 - Webflow

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, Atomic Digital Studio
Apr 2021 - Present | Remote

- Sole designer working in collaboration with a developer to build, optimize, and maintain client websites.
- Early-phase collaboration with developer to establish IA and user flows using Miro and Figjam.
- Lead co-creation sessions with client.
- Rapid wireframing and prototyping to convey vision and receive client feedback using Figma.
- Create hi-fidelity mock-ups, clickable prototypes, UI assets, and communicate final designs to the developer using Figma.

PROJECTS

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.

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.

 jessebandfield.com

 jesse.bandfield@gmail.com

 (313) 910.6948

 [linkedin.com/in/jessebandfield](https://www.linkedin.com/in/jessebandfield)

PROJECTS, CTD

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.

Rapid Roster: iOs Mobile App

Aug 2020 | Remote

- Spent two weeks exploring, researching, and designing an iOs app to aid the admin duties of track and swim coaches.
- Worked closely with the client to help realize their initial vision, and conducted usability tests to validate solutions.
- Developed user flows and wireframes that reflected the coach's primary needs as discovered through interviews.

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.