

# JESSICA GADDIS

## USER EXPERIENCE DESIGNER

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## ALWAYS LEARNING

I like to call myself a skill collector - I actively pursue new experiences to gain new skills, perspectives and strategies for solving problems. I'm currently learning front-end development and project management.

I'm interested in designing for accessibility and excited about creating for augmented reality someday. My goal in life is to create products that help people become the best versions of themselves.

## WORK EXPERIENCE

### FREELANCE USER EXPERIENCE DESIGNER

JMGaddis.com Nov 2015 - Present

Active Project: UX strategy for LiveBoard Android app redesign.

Challenge: Improving a successful Android app and creating a strategy for the development of its iOS counterpart.

Currently conducting user research, preliminary usability testing and competitive analysis.

### USER EXPERIENCE RESEARCHER

OpenOakland Oct 2015 - Present

Leads user research for the development of OpenOakland's new website. Includes user interviews, data analysis and remote moderated usability testing.

Helped decrease user frustration by 20 - 30% per page during the design process. Works with a team of content strategists, developers, UX designers and project managers.

Delivers weekly research reports, contributes to weekly design meetings and keeps team aligned with data and research when making design decisions.

### OPERATIONS ASSOCIATE

Bateman Group Feb 2015 - Present

*Special Project: Internal Smartphone App UX Design (June - Aug)*  
Led user research, usability testing and redesign of The Bateman Group App.

Worked with software development company to analyze data, make redesign recommendations and improve app usability.

## EDUCATION

BEYOND UX 101

UX DESIGN & BUSINESS STRATEGY (December 2015 - Present)

DESIGN LAB

UX RESEARCH AND STRATEGY (November 2015)

NORTHWESTERN UNIVERSITY

BACHELOR OF SCIENCE IN JOURNALISM (Graduated 2014)

## skills

USER RESEARCH

USABILITY TESTING

PERSONAS

COMPETITIVE ANALYSIS

USER FLOWS

CONTENT STRATEGY

STORYBOARDING

COPYWRITING

HTML

CSS

## tools

BALSAMIQ

SKETCH

PHOTOSHOP

ILLUSTRATOR

INVISION

MARVEL

## community

Bay Area Black Designers

Global UXD-SF

OpenOakland, Code for America

Talent Loves Us

Girl Develop It

Women Who Code