

Jess Purdy

UX & VISUAL DESIGNER

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📍 **Location** Waltham, MA 02453



WORK EXPERIENCE

BJ's Wholesale Club • WESTBOROUGH, MA

User Experience Designer | June 2018 - Current

- Responsible for improving the user experience for 'Membership Services'
- Prototyping wireframes & high fidelity comps in Sketch & InVision for both web & mobile
- Working within an Agile team to launch new feature designs across BJ's website
- Creating design solutions that meet both the stakeholders' and users' needs

NutriSavings LLC • NEWTON MA

Marketing & Product Team Design Contractor | Jan. 2018 - April 2018

- UX/UI designer expanded existing web & mobile applications in Photoshop & Illustrator
- Developed drip email campaigns for lead generation & monthly newsletter
- Customized digital collateral for 6 major audiences using WordPress & HubSpot
- Assembled the appearance of marketing campaigns for new product functionalities

Cambridge Semantics Inc • BOSTON MA

User Interface Visual Design Contractor | April 2017 - Jan. 2018

- Responsible for the visual identity of the 'ANZO' big data software
- Defined the cosmetic experience with product development team
- Illustrated & optimized a library of 200+ icons to developer specifications
- Brought visual simplicity to a complex data digestion & visualization service

ConnectPay USA LLC • CONCORD MA

Graphic Design Contractor | April - Oct. 2017

- Worked with marketing to establish a consistent visual & verbal language
- Remodeled branding guidelines across 35+ client forms for both digital & print
- Customized interactive PDF forms into client packages, based on 4 target persona's
- Updated content & conducted user testing to ensure optimal communication

Self Employed • CENTRAL MA

Part Time Graphic Designer & Fine Artist | May 2015 - April 2017

- Configured several logos to client satisfaction
- Commissioned to produce fine art & handmade books

EDUCATION

Massachusetts College of Art & Design • BOSTON MA

Graphic Design, May 2015

SKILLS

Design Tools

Fluent:

Sketch, InVision, Illustrator, InDesign, Photoshop, Acrobat, Keynote / Power Point

Basic:

HTML5 & CSS3, Axure, After Effects, Premier, Final Cut Pro, Audacity, Excel, Photography

Development Tools

Platform:

MAC & PC

User Experience Design:

Web & Mobile App, Agile, Iconography

Visual Design:

Branding & Identity / Logo Design, Email Drip Campaigns, Print Collateral, Lead Generation, Marketing Campaigns

Info. Architecture:

Journey Maps, Wireframing, User Testing, Mockups, Infographics

Content Management:

Jira, Confluence, HubSpot, SessionCam, Qualtrics, Word Press

Fine Art:

Hand Lettering, Watercolor, Digital Illustration, Handmade Books

OBJECTIVE

To gain essential experience as a product designer while collaborating as part of a professional team.