Jessalyn Lee

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Experience

Freelance Product Designer

Knit-Space | Aug 2024 - Sept 2024

- Led strategic design for the MVP of a mobile education startup app from 0 to 1 in **three weeks.**
- Performed user research, created wireframes, and developed high-fidelity prototypes, and conducted A/B testing
- Created a **research report** on competitor analysis

Web Design Intern

MAX'IS Creations | Jun 2024 - Jul 2024

- Told the unique story of the brand by effectively improving the design of the website, speaking to over **100,000 customers**
- Collaborated with other design interns and the marketing lead to create advertising designs that cohesively reflect the brand

UI/UX Videogame Designer

Brown/RISD Game Developers | Nov 2024 - Present

- Communicated and collaborated with back-end and front-end programmers to create a **fully functioning**, beautiful video game
- Created the stylesheet, color palette, user flow, and wireframes

Experience Designer and Illustrator

Brittany Paige | Sept 2021- Present

- Contributed to the growth of this small business from low 5-figure sales to high **6-figure** sales over the past 4 years
- Designed email templates and Instagram posts for marketing
- Made digital illustrations for physical products

Experience and Graphic Designer

RISD Health Education and Promotion | Aug 2023 - Oct 2024

- Designed programs and promotion tools focused on human-centered design that **increased student attendance by 70%**
- Performed in-person student user research
- Presented before the RISD President and Board of Trustees, serving as a liaison between the administration and students

Education

Rhode Island School of Design (RISD)

BFA in Painting and Concentration in CTC (Computation, Technology, and Culture) | Sept 2022 - May 2026

Brown University

Cross Registration, Coursework in HCI and computer science | Sept 2023 - May 2026

Google UX Design Coursera

Professional Certificate | Jan 2024 - Apr 2024

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Branding · Marketing · Typography · Iconography · Web Design · Graphic Design · Stylesheets

Research

User Interviews · User Testing · Information Architecture · User Flow · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Adobe Illustrator · Photoshop · Adobe InDesign · Aobe After Effects · Premiere Pro · Adobe XD · HTML · CSS · JavaScript · Github · Visual Studio Code