

JESSICA ROBISON

PRODUCT DESIGN LEAD

DETAILS

PHONE

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EMAIL

jbrcreative@gmail.com

LINKS

[Portfolio - password](#)

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SKILLS

Leadership Skills

Communication Skills

Ability to Work in a Team

Adobe Photoshop

Usability Testing

Sketch

User Research

Design Thinking

Interaction Design

Prototyping

Wireframing

User Experience Design

PROFILE

I am a passionate leader, with 12 years of product design experience ranging from e-commerce to highly complex niche applications. I believe everyone deserves good design and that comes from listening to users and empathy. I enjoy mentoring junior staff and growing them into kind, curious, and thoughtful designers.

EMPLOYMENT HISTORY

PRINCIPAL UX DESIGNER, Etq

Burlington, Ma

Nov 2019 — Present

- Driving product road map and design vision for multiple versions of software, lead research and reimagine how a Quality Management System can reduce cognitive load, increase efficiency, accuracy, and user adoption while creating delight for new and existing users of Reliance QMS.
- Maturing the role of design and research in the company culture by bringing cross-functional teams together for design sprints and design thinking workshops, contribute highly to the larger product vision at an executive level.

LEAD UI/UI DESIGNER, Signify

Burlington, Ma

Feb 2017 — Oct 2018

- Owned UX & Product Design for all North American professional lighting applications for professional Lighting Designers and Application Engineers.
- Led Design in 3 separate SAFe Agile teams - cloud-based products, IoT research, and professional design applications from the road map to roll out.

UX/UI ART DIRECTOR, Vistaprint

Waltham, Ma

Feb 2014 — Jan 2017

- Led customer design experience squad in an Agile environment for three squads from research through the roll-out of products.
- Redesigned and maintained the best-in-class mass customization application, based on testing, business goals, and new product roll-outs.
- Manage and mentored visual and UX designers on the web team

SR. DIGITAL DESIGNER, Rue Lala

Boston, Ma

Oct 2009 — Feb 2014

- Designed and maintained the look, feel, and functionality for all screen sizes and all templates for member email communication during re-branding.
- Worked with stakeholders to ensure design consistency based on re-branding strategy, technology limitations, and KPIs.
- Designed and led a project to move the site over to responsive layout.

EDUCATION

B.F.A, Pratt Institute

Brooklyn, NY

Aug 2003 — May 2008

Major in Graphic Design, Communication Arts

Dean's List, Presidential Merit Scholar