

JESSICA RAE VERGARA

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EDUCATION

**Bachelor of Arts in
Design | Media Arts**
University of California,
Los Angeles
September 2015 - June 2017

Graphic Design
California State University,
Long Beach
August 2013 - May 2015

SKILLS

Focus

Product design, visual
design, user interface design,
user experience design, UI
engineering, graphic design

Software

Sketch, InVision, draw.io, Framer,
Axure, XD, Photoshop, Illustrator,
InDesign, Jira, Keynote

Development

Github, HTML, CSS, Sass,
Javascript, Processing, p5.js

EXPERIENCE

Visual/UX Designer | AuditBoard

January 2017-present

- Conduct UX research such as user stories, user flows, and user goals and pain points to create seamless experiences and interfaces
- Design wireframes, low-fidelity, high-fidelity mock-ups, and interactive prototypes to be evaluated and A/B tested by users
- Collaborate closely with product and engineers to code the front-end development of UI designs and QA any bugs related to that product releases before pushed live

Visual/UX Designer | California State Library

April 2017-June 2017

- Analyzed web surveys, website Google Analytics, and conducted guided in-person interviews to create user interactions and user reports.
- Consolidated over 600 pages of web content to create simplified top-hierarchy navigation with sub-sections
- Constructed wireframes and designed a visual mock-up for the client to view and a visual prototype for the client to interact with

Graphic Designer | UCLA Athletics

January 2016 - March 2017

- Revamped print and social media graphics for prospective and incoming recruits
- Identified characteristics of prospective and incoming recruits to formulated graphics based on individual interests
- Strengthened research content through infographics and visualizations

Graphic Design Intern | GUESS? Inc.

June 2016 - August 2016

- Developed window concepts and in-store marketing visuals for the Back to School, Holiday, Social Media, and Chinese New Year for GUESS and G by Guess
- Coordinated with the visual merchandising, marketing, e-commerce, buyers, and advertising teams to design graphics, banners, signage, and store displays

Graphic Design Intern | The DoLaB

January 2016 - March 2016

- Designed DoLaB's first promotional fan that was given away at The DoLaB stage for Coachella 2016
- Assisted art director in creating marketing, advertising, and social media graphics for multiple music festivals e.g. Lightning in a Bottle

Graphic Designer & Printer | Big Frog Custom T-Shirts

May 2015 - September 2015, June 2014-August 2014

- Assessed the creative direction proposed by both start-ups and large Silicon Valley tech companies to successfully implement their brand and logo on t-shirts within a time frame
- Consulted clients with design advice, printing solutions, and invoice for their projects
- Expedited both design and print projects within a 24-hour turnaround time and promptly responded to clients