

JESSICA RAE VERGARA

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(650) 793-4331

EDUCATION

University of California, Los Angeles

BA Design | Media Arts
Sept 2015 - June 2017

California State University, Long Beach

Graphic Design
Aug 2013 - May 2015

SKILLS

Design

User interface design, wireframing,
low and high fidelity mockups,
prototyping, A/B testing

UX Methods

User interviews, user personas, job
stories, user flows, user journeys,
usability testing, storyboarding

Tools

Sketch, InVision, Figma, Axure
XD, Photoshop, Illustrator,
InDesign, Github, JIRA

Development

HTML5, CSS, JavaScript

EXPERIENCE

AuditBoard | Product Designer & Visual Designer

January 2017 - present

Redesigned components of flagship products to align with Fortune 100 client requirements. Project lead for development and implementation of the company's first design system. Lead product designer for two new core modules released to all AuditBoard clients. Led UX research and UI design during an entire company rebrand, leading to a goal conversion rate increase from 4% to 16%.

UCLA Athletics | Graphic Designer

January 2016 - March 2017

Identified characteristics of prospective and incoming recruits to create digital graphics that resonate with them. Redesigned digital and print graphics to increase cohesion with the brand. Strengthened research content through infographics and visualizations.

GUESS? Inc. | Graphic Design Intern

June 2016 - August 2016

Developed visual merchandising and in-store marketing graphics for use across the globe at GUESS and G by GUESS stores. Coordinated with the visual merchandising, marketing, e-Commerce, buyers, and advertising teams to design promotional graphics, banners, signage, and window displays.

ACTIVITIES & PROJECTS

Girls Who Code | Facilitator

Upcoming Fall Semester 2019

Facilitate over 30 middle school girls to help them find their passion in computer science and increase female presence in the male-dominant industry of technology.

California State Library | UX Designer & Visual Designer

April 2017 - June 2017

Redesigned the entire informational architecture for the California State Library's website. Analyzed website surveys, email surveys, Google Analytics, and user interviews to provide client with viable user insight. Led visual design direction through wireframes, low and high fidelity mockups, and visual prototype.