Jessica Berry

UX Designer & Researcher

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Skills

- UI & UX Design
- User Research
- Usability Testing
- Universal Design
- Agile
- User Flows
- User Stories
- Wireframing
- Prototyping
- Mockups
- Presentation
- Competitive Analysis
- Information Architecture
- Team Management

Tools

- Figma
- Microsoft Office
- Google Workspace
- Jira
- Qualtrics
- Zeplin
- Sketch
- Affinity Photo

Education

CareerFoundry / Certification

FEB 2021 - JUN 2022, Remote

The school for career change into tech. An online program for certification in User Experience Design, guided by a seasoned industry mentor. This course was broken into 3 modules- Intro to UX, UX Immersion, and UI for UX Designers.

Experience

UX Designer / Copper + Honey Salon

MAR 2023 - PRESENT, Lincoln, CA - Remote

copperandhoneysalon.com

- Developed a secure and user- friendly website with an intuitive UI/ UX design to increase customer engagement
- Designed a visual style guide to ensure consistent branding across all platforms
- Produced high- fidelity wireframes and prototypes with Material UI (MUI) for development handoff

UX Designer/ Dreamclinic Massage

AUG 2022 - FEB 2023, Seattle, WA - Remote

- Identified areas of improvement with qualitative/ quantitative research methods on existing website
- Presented research findings to stakeholders, leading to increased funding for the project
- Collaborated with a cross-functional team to develop the project plan, then implemented design layout with updated standards and style guide

Lead Massage Therapist / Dreamclinic Massage

MAR 2020 - DEC 2022, Seattle, WA

- Built rapport and trust with clients by demonstrating skills and knowledge in massage to maintain a 75-90% retention rate for the business
- Planned SMART goals to accomplish client needs within 1-6 months
- Drove improved interactions amongst staff to fast track problem resolution within the clinic

Lead Massage Therapist / Pure Chiropractic & Wellness

FEB 2017 - JAN 2020, Waukesha, WI

- Researched client needs with User Interview and Survey methods to design services based off of qualitative/ quantitative feedback
- Developed User Journey Maps to improve clinic flows via user tasks and mental models
- Outlined clinic policies to structure and decrease pain points in daily operations

National Holistic Institute / Certification

SEP 2015 - JUN 2016,

Sacramento, CA