

JESSIE VICTORIA

UI/UX AND INTERACTION DESIGNER

416.877.4721
Charlottetown, PE

jessievictoria.github.io
hellojessievictoria@gmail.com
linkedin.com/in/jessievictoria

PROFILE AND SKILLS

I'm a well rounded interaction designer with a focus on visual and experience design for digital products. My designs are a collaboration of creative problem solving and user-centered design principles.

TECHNICAL	CREATIVE DESIGN	INTERACTION DESIGN	OFFICE
Adobe Creative Suite	Brand/Typography	Accessibility	Agile Methodologies
Adobe XD Prototyping	Component Systems	Benchmark Research	Client Engagement
Content Auditing	Iconography/Logos	Information Architecture	Communication
Copywriting	Infographics/Illustration	Localization	Fast Turnaround
Illustrator/Photoshop	Iterative Design Process	Low-Fi/Hi-Fi Wireframes	Mac/PC Proficient
Omnigraffle/Visio	Responsive Design	Pixel Precise Mockups	Mentorship and Training
Prototyping	User Interface	Results Driven	Problem Solving
Microsoft Office	User Experience	User Flows/Edge Cases	Remote Collaboration

PROFESSIONAL EXPERIENCE

ELECTRONIC ARTS -- USER EXPERIENCE DESIGNER

2016 - 2019

A leading publisher of games on Console, PC and Mobile, employing more than 9,300 people

Charlottetown, PE

Spearheaded system design, documentation, and research for a 4x MMO Strategy Game. Organized and created content content and data for an intuitive user-flow. Maintained documentation architecture for multiple teams, and documented design systems, content taxonomies, annotated wireframes, and functional prototypes.

Selected Accomplishments:

- Established and incorporated consistent design patterns to ensure content quality, brand standards, user experience and accessibility needs were met
- Led and coordinated UX/UI design requirements for in-studio and remote outsource teams
- Problem solved and tested all implemented systems against design patterns and UX needs

KENNA COMMUNICATIONS -- INFORMATION ARCHITECT

2016

A marketing solutions provider specializing in customer experience management

Mississauga, ON

Led the organization of complex data into layouts, designed to be easily read by users in unique scenarios. Reported directly to lead IA, and worked closely with related departments, to ensure content quality, brand standards, user experience, and accessibility.

Selected Accomplishments:

- Demonstrated user-flows for complex data-driven software through contextual diagrams, organized content, annotations and wireframes
- Improved cohesion between related apps and websites by completing content audits
- Generated actionable reports for the development and creative team-members
- Created site-maps for large-scale, corporate, public-facing websites

INSTARYDE CANADA -- UI/UX DESIGN LEAD & ADVISOR

2014 - 2016

A locally owned and operated ride-sharing service for Toronto

Toronto, ON & Remote

Managed UI and UX design for the transportation software company, and helped build the database from the ground up. Evaluated and designed Customer Experience processes, web and app user journeys, and analytics-based reports. Documented and reported for Quality Assurance and UX issues.

Selected Accomplishments:

- Oversaw, advocated for, and led initiatives generating UI/UX enhancements
- Efficiently managed multiple teams to ensure UX key-points were addressed
- Revitalized email and web content front-end design and copy
- Assisted creative lead in developing brand-guidelines and training materials, and trained junior team members of related disciplines

ADDITIONAL EXPERIENCE

Contract Designer for Web, Print, and Video, Media Rez Studio -- Remote	2016
Mobile & Web Designer, HAK Studio -- Toronto, ON	2014-2015
UI Designer, Bond Brand Loyalty -- Brampton, ON	2015
UI Artist/Designer, Clipwire Games -- Markham, ON	2014
UI/UX, Game Artist & Designer, Misc. Contracts -- Remote	2013-2015
Intern/Game Artist, Revolver Games -- Mississauga, ON	2012-2013

EDUCATION

Bachelor of Illustration, Sheridan Institute -- Oakville, ON	2009-2013
Diploma, Semaphore Institute for Young Artists -- Oakville, ON	2001-2008

AWARDS AND ACHIEVEMENTS

Award, Pakathon Toronto 1st place, Global 3rd place. Project "Sara Tells" -- Toronto, ON	2014
Award, ASCI Provincial and Juried Award Winner -- Global	2008
Gallery, Headliner for a fine art gallery showing at Redeemer College -- Hamilton, ON	2007
Gallery, Fine art gallery showing for young artists -- Buffalo, New York	2006