



itsjess.design



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EXPERIENCE

University of Baltimore, Hybrid Remote

Master of Science Researcher: September 2021 – June 2024, 4.0 GPA

- Designed & conducted a usability study with eight participants & a follow up survey of 116 adults for Kay Jeweler's, leading to Kay.com to add images for shape & color filters & a "clear filters" button.
- Designed & tested a new program exploration tool to attract students to the University of Maryland PA program, starting with competitor research & a paper prototype, & ending with an Adobe XD mockup.
- Conducted a content inventory, SWOT analysis, & card sorting study for the Virginia Art Therapy Association with 30 participants, delivering suggested information architecture with Figma wireframes.
- Won the Dorine Andrews Research Award to complete [my research](#) that compared how nature imagery affects online navigation for ADHD versus control groups, using Qualtrics & Tobii eye tracking.
- Completed advanced coursework in statistics for user experience and information architecture.

Kapp Alloy & Wire, Remote

Customer Experience & Marketing Director: December 2020 – February 2023

- Directed the marketing team of four to update ad campaigns & SEO efforts based on sales, Hotjar heatmaps, & Google Analytics data, increasing website sales by 147% from 2020 to 2022.
- Designed the [Kapp Alloy Amazon store](#) by analyzing competitor and sales data for trends & niches, directly contributing to 6% of the increase in Amazon sales from January through September 2023.
- Increased [FAQ](#) page conversions by 28% & page revenue by 45% quarter over quarter by complying with WebAim accessibility guidelines, utilizing bolding/bullets for readability, & linking to products.
- Increased Amazon sales overall by 103% comparing 2020 to 2022 by creating new content & ads.
- Managed external developers to complete website updates, including a new Magento Open CMS.

Willis Towers Watson, Philadelphia, PA

Senior Pension Analyst: October 2019 – December 2020

Pension Analyst: November 2018 – October 2019

Contractor: May 2018 – November 2018

- Studied internal & external user journeys to work with developers to update pension management software to minimize errors through bucket organization updates, concise prompts, & warnings.

EDUCATION

University of Baltimore

Master of Science in Interaction Design & Information Architecture: September 2021– June 2024

University of Pittsburgh

Bachelor of Arts in Economics & Chinese Language: August 2013 – 2017

Beijing Language & Culture University FLAS Fellow: May 2015 – August 2015

VOLUNTEERING

PSPCA Main Line Animal Rescue

Events Lead, Volunteer Coordinator, & Dog Handler: September 2022 – Present

- Lead for events such as Phoenixville farmers market, coordinating 3-5 volunteers to set up & appear at public events with shelter animals & promote awareness, facilitate adoptions, & raise funds.
- Volunteer Coordinator for the Shelter Essentials training program, creating a lesson plan, & holding over 20 trainings on the basics of shelter management such as emergency safety & animal enrichment.