

Jessica Soeland

// UX DESIGNER



UX DESIGNER

TRESTA 2020 – 2023

- Directed UI/UX design for web and mobile experiences, leveraging a user-centered design approach to enhance user satisfaction and engagement.
- Developed comprehensive design artifacts including wireframes, user journey maps, complex user flows, interactive prototypes and high-fidelity mockups.
- Skillfully crafted design system, including color palettes, accessibility, breakpoints, interactions, iconography, accordions, alerts, avatars, badges, buttons, calendars, data tables, dropdowns and other core components.
- Improved conversion and retention rates by redesigning the entire website experience, which involved enriching content, overhauling SEO strategy, improving navigation and developing new graphics.
- Conducted discovery workshops to elicit client requirements and expectations to align design solutions with business objectives.

UX DESIGNER

IMPREZZIO 2016 – 2020

- Collaborated closely with engineering, marketing and sales to provide expert UI/UX and product design services for several brands, mobile apps, web apps, and responsive websites.
- Managed and contributed to a multi-brand design system, addressing version control issues and diverse brand design requirements, showcasing flexibility and adaptability in design approach.
- Modernized a legacy application, enhancing interoperability and usability while accounting for complex requirements of thousands of enterprise customers.
- Part of the core team crafting a long-term vision of the product and presenting research-based design solutions, effectively articulating the merits of design proposals to stakeholders.
- Rebranded and redesigned websites — reduced bounce rate, improved load time, and increased conversions.

WEB DEVELOPER

KITTITAS COUNTY 2015

Worked with IT department to maintain website, added new features, executed weekly updates and designed County Fair website.

VISUAL DESIGNER

GCGS 2012 – 2014

- Developed bilingual print and digital resources for an international school, including monthly community magazines, event materials, webpages and booklets.

WEB DESIGNER

DISCOVERY STUDENT ADVENTURES 2009 – 2012

- Responsible for all front-end web design, creating and ordering print materials, researching and planning marketing campaigns.

TOOLS

FIGMA
SKETCH
ADOBE CC
PRINCIPLE
PROTO PIE
BALSAMIQ

AREAS OF FOCUS

VISUAL & INTERACTION
DESIGN SYSTEMS
COMMUNICATION TOOLS
RESPONSIVE
BRAND IDENTITY

SHORT BIO

UI/UX Designer passionate about helping organizations transform user problems into seamless experiences.

I've previously worked on communication tools, productivity tools, CRM systems, commerce and brand identity. I have over 10 years of previous experience in print, graphic and web design.

EDUCATION

BA, EWU
VISUAL COMMUNICATION
& DESIGN