

Jessie Lacey

UX/UI/Product Design Lead

With over 15 years of experience in user interface and responsive design, I am a talented visual designer who specializes in intuitive, human-centered, and thoughtful design practices. My portfolio includes projects in SaaS, websites, apps for IoT and smart devices in healthcare, as well as branding, website, marketing, and packaging design for the pharmaceutical, restaurant, retail, and cannabis industries. I am proficient in copy and technical writing, ux research, marketing, and creative direction. My mission is to design based on human behavior, desire, intuition, and ease, creating solutions that are both useful and appealing.

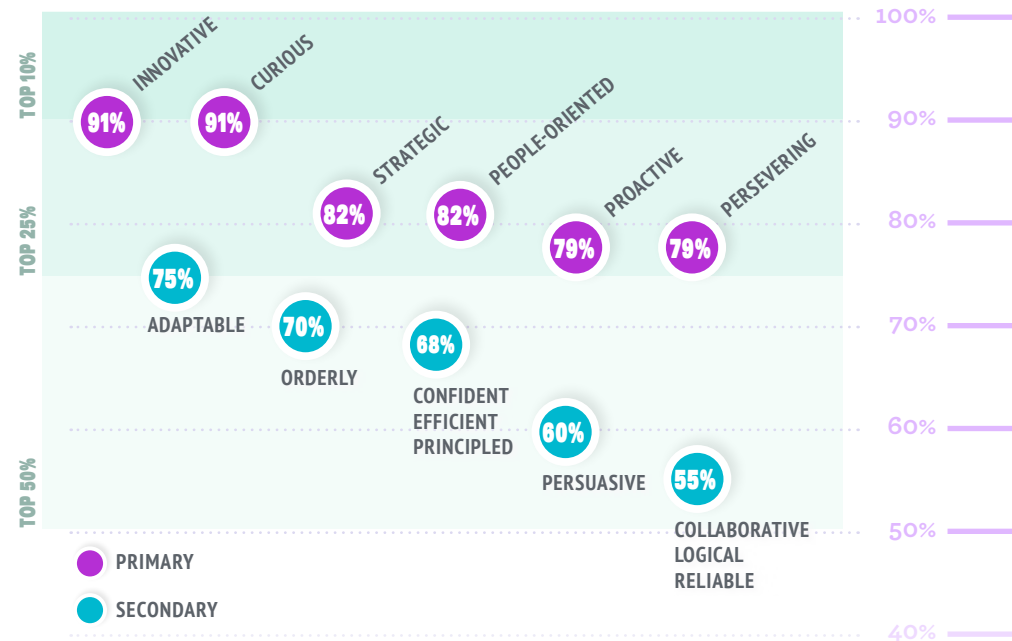
Quantitative Skills

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Adobe XD
- Axure
- Balsamiq
- CSS
- Figma
- Hotjar
- HTML5
- InVision
- JavaScript
- Miro
- Maze
- React
- Zeplin
- Sketch

- WORKING KNOWLEDGE
- PROFICIENT
- EXPERT LEVEL

Dominant Traits*

* According to SquarePeg Traits Assessment



INNOVATIVE

The most innovative people are always thinking of original and different ways to do things. They are invigorated by ideas, experiments, and possibilities, and are inclined to push the boundaries where possible.

CURIOUS

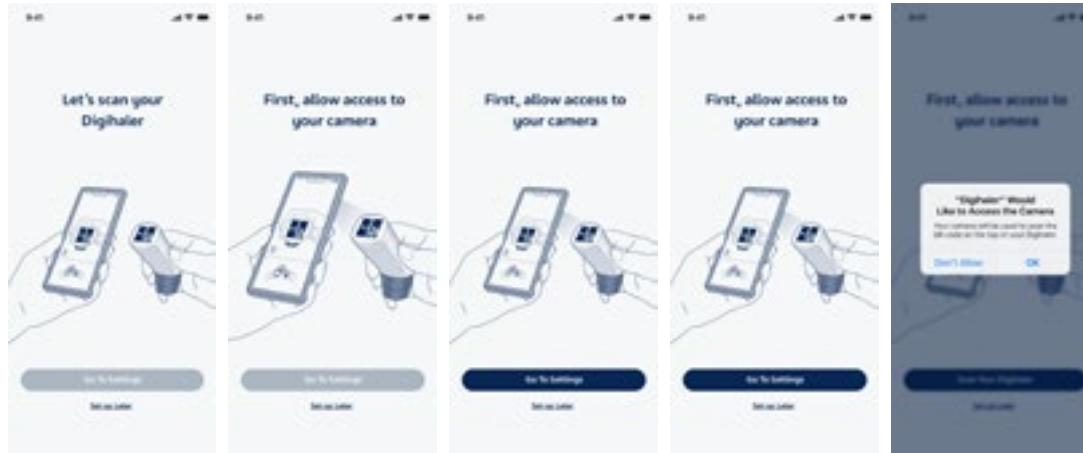
Individuals with high curiosity are eager to achieve depth in learning and are not satisfied with a rudimentary understanding of the work they are engaged in.

STRATEGIC

Those who are highly strategic tend to take a long-term perspective, defining their end goals and the plans needed to achieve them. They can see the big picture and act with purpose, even in conditions of uncertainty.

PROACTIVE

Proactive people make things happen instead of waiting for them to happen. They are able to act of their own volition without needing guidance or oversight, anticipating the best course of action.



I spent my time at Teva pharmaceuticals wearing many hats, even as UX designers go. When I was tasked to rework the on-boarding process, part of the project included writing content that would help the user to understand how to pair their device (and every step along the way). I felt that simple animations would work as highly visual aides versus complicated written instructions. No assets existed, so I made them. I used Adobe Illustrator to create the vectors/SVG's, and Adobe After Effects to put them in motion. I made sure to work with the development team to bring this vision to life in the app.

The European Union version Digihaler Smart Inhaler companion app had no prototypes when I took over as lead, so I built one to better introduce new features and ideas.

Qualitative Skills

Accessibility

Agile

AI Prompts

AI/ML

Animation

Branding & Visual

Identity Design

Color Psychology

Compliance

Concept Visualization

Content Writing

Data Visualization

Design Methodology

Design Systems

Design Thinking

Feature Concept

Development

HIPAA

Human Computer

Interaction

Iconography

Information Hierarchy

IoT

Marketing

Medtech

Microinteraction

Mobile Design

Problem Solving

Product Design

Prototyping

Responsive Web Design

Scrum

Technical Writing

Typography

UI Design

Usability

User-centered Design

User Mapping

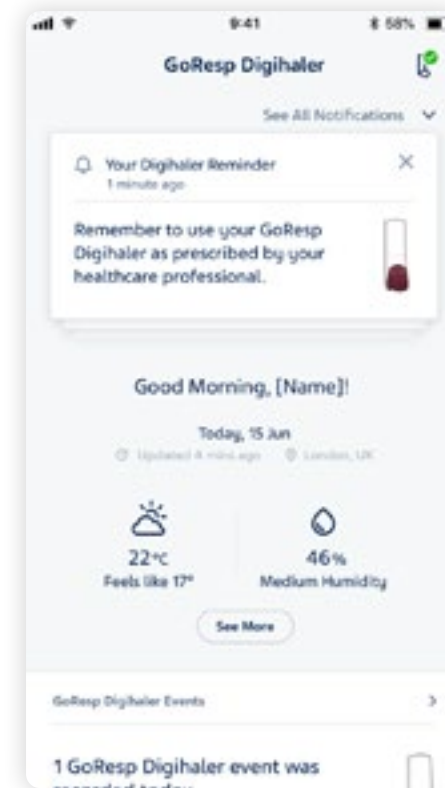
User Research

UX Design

Visual Design

WCAG

Wireframing



Experience

UX/UI Product Design Lead

Teva Pharmaceuticals – Nov 2021 to Nov 2023

Cross-functional Collaboration

Leading the UX Design team internationally

Designed cross-platform apps for iPhone and Android & web browser dashboard

Presented ideas to stakeholders

Introduced new features and functions

Lead teams through every phase of the app

Collaborated alongside Human Factors to design interviews and questionnaires for qualitative research

Researched Quantitative data to back up design decisions

Took part in packaging design to ensure seamless UX

Problem-solved to overcome technical roadblocks using strong technical background

Took charge in design & technical specifications for App Store and Google Play listings

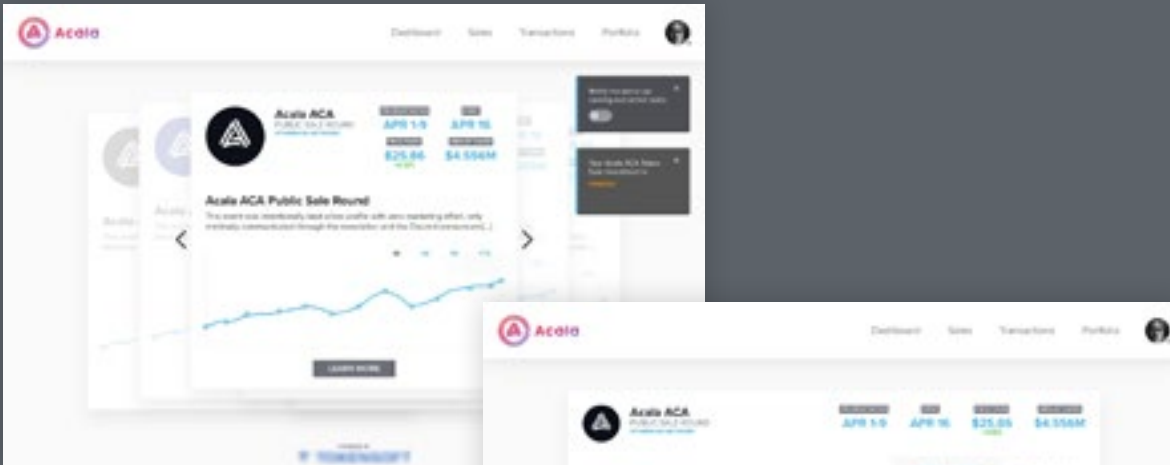
Lead initiatives to create, introduce, and enforce design systems, design processes, best practices

Lead workshops to further the teams skill set regarding prototyping and micro-animations

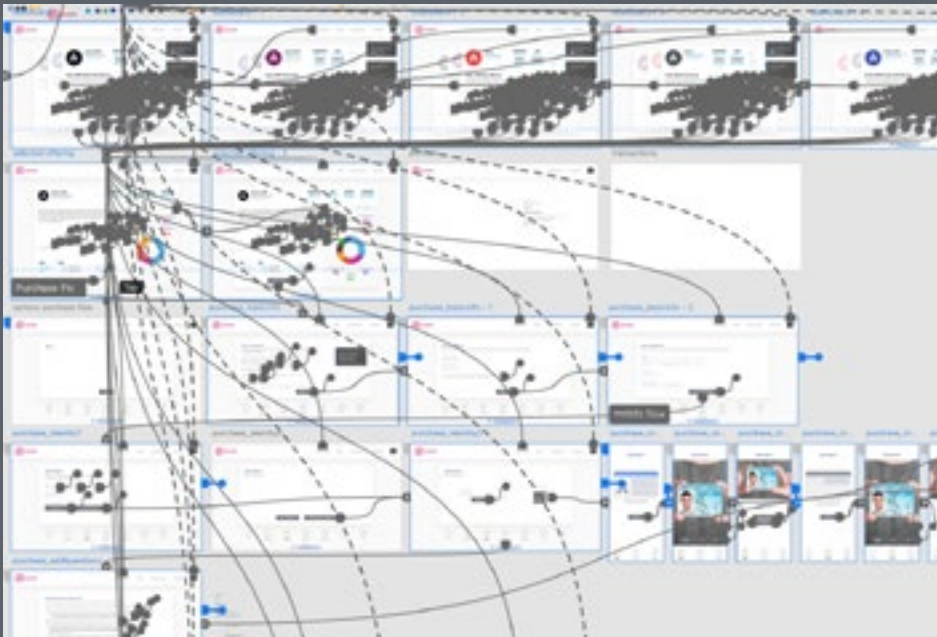
Initiated workshops with the development team to design a system that streamlined the design hand-off

Worked with regulators in the healthcare sectors of the US, the European Union, and Great Britain, to ensure compliance

Used my own time to understand the smart device, the mechanics and engineering, as well as understanding sensors and technical requirements in order to think creatively about function and features outside the confines of the digital interface.



This app is part of a bigger investment platform for blockchain. I designed the dashboard to show current and upcoming investment offerings like Initial Coin Offerings (ICO's) and dApps. Below is an example of the prototype behind-the-scenes.



Creative Director/Product Designer

Self Employed — July 2020 to Nov 2021

Formed partnerships with creatives and marketers for cross-functional projects

Developed relationships with clients building trust in my expertise and work

Kept ahead of ever-evolving compliance standards and regulations and maintaining strict adherence to guidelines, sometimes reaching out to regulators directly

Worked across multiple regulated industries, including healthcare, retail, cannabis, fin-tech, and blockchain industries

Able to work on multiple large projects simultaneously

Designed multiple visual identity brand projects from logo design, market analysis, brand style guides, social media content and voice

Designed UI around many API's and integrations with retail POS systems, e-commerce solutions, and online menus and aggregators

Helped restaurant clients pivot to online and takeout ordering, generating QR codes for on-site menu ordering, and helped in their development within the industry over the pandemic

UX Design Director

Kenzai — Jan 2020 to July 2020

Improved website functionality and user experience, starting with the marketing funnel, and membership sign-up

Initiated and developed a design library

Streamlined the in-app user experience from onboarding to using features like community interaction, in-app support, user profiles, and interactive workout routines

Independently investigated and initiated a website performance overhaul, optimizing website architecture, CSS, the CMS, and file formats, speeding up performance

Performed market research, then designed, scheduled, and implemented google ad and Facebook ad campaigns

Art-directed and produced videos and animations for advertising on social media.

UX & Design Director

Dirigo Design & Development — Nov 2010 to Jan 2020

Took charge on all visual design projects

Work spanning responsive website design, mobile & app design, e-commerce design, visual identity & brand, and promotional materials in both digital and print media

Worked with stakeholders and clients, translating their vision into designs that deliver

Conducted marketing research

Collaborated with marketing to conduct qualitative research including focus groups and A/B testing

Took the initiative to create, maintain, and enforce a cohesive design language and design library

Collaborated with developers to create a modular design system that would fit in seamlessly with an array of technical specifications, CSS3 values, and SVG assets, streamlining the hand-off process from design to development

Championed high-fidelity prototyping to give development the most complete design expectations

Took ownership of micro-animations and interaction design

Mastered modular design during its infancy, using techniques not widely known at the time

Lead UX design on a custom e-commerce CMS built for the hospitality industry

Created user-centered design visuals, concepts and strategies, trusting experience and honed intuition

Continually stayed up-to-date with design and technology trends to create cutting-edge and innovative solutions, balanced with time-tested methods that are trusted by design veterans

Created user experiences and visual brands with personality, often writing content copy

Lead stakeholders and clients through the design process in presentations, giving them an understanding of how design decisions are made, fostering an environment of trust and faith in my continued work with them

My Neurodivergence

I understand this is unconventional for a resume but I felt it was important to my career success to address my ASD head-on. I spent a long time without realizing that how my brain works has been a major driver in my approach and abilities regarding design and I decided to embrace those aspects rather than struggle against or mask these qualities. Here are the ways I stand out:

- Excellent creative thinking, problem-solving and spatial reasoning skills
- Precision and attention to detail
- Formidable capacity to absorb, process, retain and apply information, and spot patterns and inconsistencies
- Intense focus and powers of concentration
- New perspectives, clarity and incisiveness that can break through barriers and logjams, open up discussions and help overcome 'groupthink'
- Openness, honesty and a refreshing lack of cynicism
- Commitment and loyalty

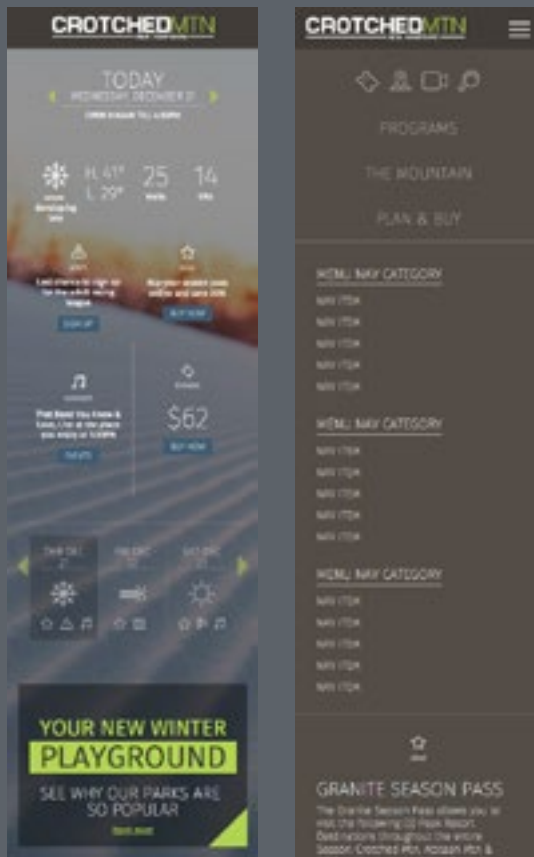
Education

BA New Media, Studio Art minor

University of Maine, Orono, Maine — September 2000 to May 2005

I started as a computer science major but realized I enjoyed graphic design a bit more than programming. However, effort was not wasted as that background in programming and development has helped me to communicate effectively with developers and technology directors as well as folks on the client-side who may not have an understanding of what we do or how things work.

Some of my most useful classes outside my major were a Library Science course, building on to my skills in researching and problem-solving, and Art History courses which gave me an understanding of social movements and their influence on art and design as well as the influence design can have on society. 🙌



Crotched Mountain in New Hampshire wanted a modern and more “app-like” experience for their responsive website design.



When given the chance (and when it makes sense) I love to use bright colors in my design. Color can be used as a navigation or categorical designation, and color is fun to play with. For folks who are color-blind, I always test my designs to make sure they are easily readable and navigated. It is important to have an understanding of ADA website compliance which includes color and contrast standards.

Three examples of my website design. I always design responsively, because device shouldn't matter. Nosh website (top) which coordinated with their printed material like their menu. Lobster Festival 2015 featuring a fun parallax scroll (above) and Slab Sicilian Streetfood (right).



References

Margaux Boyaval

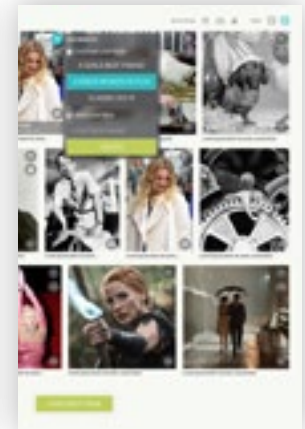
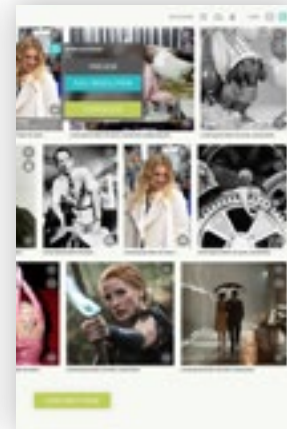
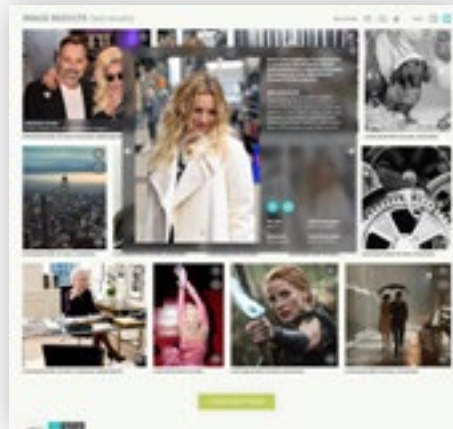
Director of UX at Teva Pharmaceuticals
805-490-9685

Jenna Meola

Product Design Manager at Teva Pharmaceuticals
781-367-8731

Jason Loring

Client, Restaurateur
207-807-1229



The pattern library for Big Sky Resort (left) built on Dirigo's custom CMS. Everett Collection (above) was a full-scale project involving an entire branding suite including messaging and logo-mark. Their website was rebuilt and redesigned, top to bottom, and along with UX, I came up with the algorithm on the search results page enabling images rows to be the same size as the next row because I am obsessed with symmetry.