Jessica Nace

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PROFESSIONAL SUMMARY

Creative and detail-oriented UX/UI Designer with over a decade of experience designing intuitive digital experiences for web and mobile. Passionate about crafting user-friendly interfaces that balance aesthetics and functionality. Experienced in prototyping, design systems, and accessibility best practices, with a proven ability to collaborate across teams to turn complex challenges into seamless user experiences. Highly proficient in Figma and Sketch, with a strong background in Adobe Creative Suite.

SKILLS & TOOLS

UX/UI Design: Wireframing, Prototyping, Interaction Design, User Research, Usability Testing, Accessibility (WCAG Compliance), Design Systems

Design & Development Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Zeplin, InVision

Collaboration & Project Management: ClickUp, Miro, Slack, Agile Methodologies

Front-End Basics: HTML, CSS

EXPERIENCE

UX/UI Designer | VendorSmart

February 2019 – July 2024

- Integrated AI-generated RFP templates, increasing user adoption from **10 posted RFPs per month to over 100**.
- Redesigned the vendor onboarding experience, reducing account creation drop-off by **25%** and decreasing support tickets related to account setup by **30%**
- Added a notification banner, leading to a **30% increase** in vendors converting from a free plan to a paid plan.
- Designed intuitive user interfaces for web and mobile applications, improving user engagement and satisfaction.
- Developed wireframes, prototypes, and a comprehensive design system using Figma and Sketch.
- Led responsive design implementation, ensuring seamless experiences across all devices.
- Collaborated with product managers, developers, and marketing teams to align design objectives, utilizing Zeplin for handoff.
- Managed multiple projects simultaneously, meeting deadlines and maintaining high-quality standards.
- Created branding assets, including logos, business cards, flyers, trade show displays, and digital designs.
- Worked within Agile teams, contributing to sprint planning, stand-ups, and iterative design improvements.

UX Designer | AutoNation

July 2017 – February 2019

- Improved lead conversion rates **by 10%** through redesigning key user flows in the Equity Mining System (EMS) tool.
- Advocated for and led the transition from Photoshop to Sketch, enhancing workflow efficiency.
- Reduced design-to-development handoff time after implementing Zeplin, improving collaboration between designers and developers.
- Ensured website compliance with WCAG accessibility standards, improving user accessibility.
- Developed and presented interactive prototypes using InVision.

UX/UI Designer | ProcessMAP

March 2014 - May 2017

- Created wireframes, high-fidelity mockups, and interactive prototypes to translate business needs into visual solutions.
- Accelerated development cycles by providing HTML/CSS code alongside design deliverables.
- Reduced usability issues reported by users after conducting usability testing at the annual conference and implementing design changes.
- Partnered with business analysts and stakeholders to develop custom modules tailored to user needs.

User Interface Engineer | Q Interactive

July 2010 - February 2014

- Translated static design layouts into interactive web experiences.
- Designed responsive web pages optimized for mobile, tablet, and desktop users.
- Developed both single-use and template-based pages for various digital campaigns.

Flash Graphic Artist | Q Interactive

July 2008 - July 2010

- Designed landing pages, email creatives, and web banners in compliance with brand guidelines.
- Created dynamic Flash-based banners and animations.

EDUCATION

The Art Institute of Fort Lauderdale
B.S. in Graphic Design, 2008

References available upon request.