

Jessica Berry

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User Experience Designer & Researcher

10+ years of expertise in creating user-centered solutions across industries ranging from manufacturing, health and beauty, hospitality, retail, and digital products. Passionate about problem-solving, with an emphasis in empathy to make meaningful experiences. Known for adaptability and creativity, strong communication skills, team spirit, and “can do” attitude.

Skills

User Research, Competitive Analysis, Data Analysis & Visualization, Marketing, Interaction Design (IxD), Wireframing/Prototyping, Cross-Functional Collaboration, Figma, Adobe XD, Balsamiq, Slack, Wordpress, Showpad, Microsoft Office, Google Workspace, Salesforce, Zoom Workplace

Experience

JUNE 2024 - PRESENT

Executive Assistant & Marketing – SMART Machine Tool, WI

- Managed internal projects and deliverable timelines, cross- collaborating with multiple sectors of the corporation as well as stakeholders
- Designed visually compelling marketing materials using Adobe XD, including digital brochures, email templates, website elements, and promotional content
- Monitored, analyzed, and visualized marketing data using Excel to track KPIs, generate insights, and prepare comprehensive reports on leads, campaign performance, and ROI
- Maintained and updated the company website and sales channels to ensure consistent branding
- <https://www.smartmachinetool.com>

JANUARY 2024 - PRESENT

Owner & Marketing – Thrift Bunny Closet, WI (Remote)

- Created compelling content, including product photos, videos, and stories, to showcase new arrivals and promote limited-time offers, resulting in a 44% increase in sales
- Managed a constantly rotating inventory and optimized inventory turnover, maintaining a well-curated selection that reflects current trends and customer preferences
- Identified and sourced high-quality, in-demand items through thrift stores, estate sales, and direct donations to secure exclusive deals, improving margins
- Oversaw packaging and order fulfillment, ensuring all items were packaged securely and branded
- Engaged with customers through direct messages and social media, providing excellent customer service for personal shopping experiences
- Managed pricing strategies to drive online sales through sales and collaborations

AUGUST 2023 - AUGUST 2024

Social Media Designer – Hockey Haven Superstore, WI (Remote - Contract)

- Designed and produced eye-catching and engaging posts, stories, and ads for Instagram and Facebook, aligning with the brand's voice
- Used Figma to create high-quality visuals that drove customer interaction and sales
- Analyzed social media performance and prepared detailed monthly reports on key metrics
- Developed social media marketing campaigns to promote seasonal sales, new product launches, and special promotions

- Coordinated with stakeholders to schedule and publish content in line with promotional calendars

SEPTEMBER 2023 - JUNE 2024

Server & Bartender – UNO's, WI

- Ensured seamless and positive dining experiences aligned with user-centered principles
- Adapted communication styles to diverse audiences, effectively mirroring UX strategies for engaging with varied user personas
- Intuitively identified and resolved service challenges, showcasing problem-solving skills that align with usability and experience optimization

MARCH 2023 - AUGUST 2023

User Experience Designer – Copper + Honey Salon, CA (Remote - Contract)

- Led the end-to-end design and project management for a responsive website, ensuring timely delivery and alignment with business goals
- Created a comprehensive visual style guide to maintain consistent branding across platforms, enhancing brand identity
- Developed high-fidelity wireframes and interactive prototypes using Figma and Zeplin
- Built a secure, user-centric website with an intuitive UI/UX design, leveraging AWS for robust performance, resulting in a 100% increase in user engagement
- copperandhoneysalon.com

AUGUST 2022 - FEBRUARY 2023

User Experience Designer – Dreamclinic Massage, WA (Remote)

- Leveraged qualitative and quantitative data to identify areas of improvement on existing website
- Presented research findings to various stakeholders, leading to increased funding for the project
- Collaborated with a cross-functional team to develop the project on time and within budget
- Developed a comprehensive project plan that outlined the timeline, milestones, and deliverables

MARCH 2020 - DECEMBER 2022

Lead Massage Therapist – Dreamclinic Massage, WA

- Built rapport and trust with clients by demonstrating skills and knowledge in massage and body work to maintain a 75-90% retention rate for the business
- Planned SMART goals to accomplish client needs within 1-6 months
- Drove improved interactions amongst staff to fast track problem resolution within the clinic

FEBRUARY 2017 - JANUARY 2020

Lead Massage Therapist – Pure Chiropractic & Wellness, WI

- Researched client needs with User Interview and Survey methods to design services based off of qualitative and quantitative feedback
- Developed User Journey Maps to improve clinic flows based off of user tasks
- Outlined clinic policies to structure and decrease pain points in daily operations

Education

FEBRUARY 2021 - JUNE 2022

CareerFoundry – User Experience & Interface Design, Certification

SEPTEMBER 2015 - JUNE 2016

National Holistic Institute – Massage and Bodywork, Certification