

JACQUELINE SULLIVAN

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SUMMARY

A highly creative and versatile product, UX, and UI designer, with a proven record in creating impactful user experiences through UI and UX design, user research, and prototyping. A keen eye for detail and a deep understanding of user needs. Excels in collaborating with cross-functional teams to drive the development of innovative products. A highly organized, independent, and self-motivated professional, with an ability to cultivate positive relationships with clients and colleagues at all organizational levels.

Empathetic Research, Performance Tracking, Adaptability, Strong Communication, Creative Solutions, Usability Testing, Data Analysis, Usability Metrics, Storytelling and Presentations, Accessibility Design

EXPERIENCE

CHEWY

Boston, Massachusetts

Product Designer

2021-2023

- Was accountable for conceiving and crafting innovative, user-friendly designs that shaped the future of Chewy's pet telemedicine platform.
- Collaborated closely with product managers, engineers, marketing, and stakeholders to understand user needs and translate them into intuitive and visually appealing designs that met business goals and resulted in a decrease in development time.
- Created wireframes, prototypes, and mock-ups, using Figma, effectively communicating design concepts to cross-functional teams and stakeholders.
- Adhered to industry best practices, accessibility, and brand guidelines to maintain a consistent and cohesive user experience across different devices and platforms.
- Worked with other project designers to create an ingress experience that increased customer conversion by 80%.
- Conducted comprehensive user research, utilizing A/B testing, performance tracking, usability tests, and surveys to gain insights into customer behavior and preferences. The findings informed the iteration of the customer acquisition experience, resulting in a 20% increase in customer conversion and heightened user satisfaction.

WATERS CORPORATION

Milford, Massachusetts

UI Designer

2019-2021

- Collaborated within an agile informatics team, engaging in research, design, prototyping, and testing of innovative scientific software interfaces.
- Ensured alignment with UI Guide branding, incorporating insights from research, government criteria, user needs, and project owner specifications.
- Created user interface designs from inception, as well as collaboratively adjusting existing interfaces and prototypes.
- Operated remotely across diverse teams, promoting organization-wide communication. Elevated productivity by 40% through enhanced collaboration tools and processes, concurrently boosting communication by 30%.

WHOLE FOODS MARKET

Boston, Massachusetts

Graphic Designer

2004-2018

- Performed competitive analysis and used brand guidelines to create advertisements and signage for a retail health store that exceeded more than \$300M in annual sales.
- Trained other lead artists, creating design criteria for new and existing stores.

EDUCATION

MAINE COLLEGE OF ART, Portland, Maine

BFA, Graphic Design

GENERAL ASSEMBLY, Boston, Massachusetts

Certificate: UX Design Immersive

RHODE ISLAND SCHOOL OF DESIGN CONTINUING EDUCATION, Providence, Rhode Island

Certificate: Advertising Design

COMPUTER SKILLS

Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Sketch, InVision, Axure, POP! by Marvel, Zeplin