Jessica Lupanow

Product designer skilled in prototyping and collaboration with a background in engineering and computer science

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Skills

Design: Figma, Adobe XD, Prototyping, Wireframing, Responsive Design, Design Systems
Research: User Interviews, Survey Design, Persona Development, Competitive Analysis
Development: Agile, Scrum, HTML, CSS, JavaScript
Interpersonal: Project Management, Collaboration, Communication, Empathy

Experience

Product Designer @ Array   May 2021 – Present

Tools: Figma, FigJam, Google Forms, Material UI React Library

- Led the redesign of a responsive web-based content engagement platform for life science events, collaborating closely with cross-functional teams to navigate the transition from in-person to virtual and hybrid events during the COVID-19 pandemic, achieving a 100% adoption rate and successfully retiring all legacy applications
- Designed and launched an internal event management application for administrators, streamlining the organization of 7000+ life science events by collaborating with various teams, including operations and engineering, to align the project with practical needs
- Employed an iterative design approach, conducting user interviews, crafting paper prototypes and wireframes, facilitating collaborative whiteboarding sessions, and creating comprehensive prototypes, all while actively gathering a variety of feedback to ensure a user-centric design that effectively addressed pain points
- Collaborated closely with a team of 6 developers to transition to the Material UI library for efficient implementation within the React framework and crafted a comprehensive design guide for consistent application across all products
- Took a lead role in backlog grooming, contributed to backlog prioritization, and wrote user stories complete with design references and acceptance criteria, adhering to agile methodologies for a streamlined and efficient development process

Product Designer and Strategist @ Freelance   Aug 2020 – May 2021

Tools: Adobe XD, Photoshop, Google Sheets and Slides, HTML, CSS, JavaScript, Python

- Enhanced designs, improved navigation, and elevated user experiences through Adobe XD mockups and prototypes for B2B and B2C clients across various industries, including manufacturing, education, and autism services
- Oversaw the end-to-end design process, from ideation to launch, including the design of a mobile app for parents of Neurodiverse children that had 100+ downloads and maintained an average review rating of 5 stars in 6 months post-launch

UX Designer and Writer @ JaimeLevy.com   Mar 2020 – Feb 2021

Tools: Sketch, Adobe XD, Photoshop, Google Ads and Docs, Validately (now part of UserZoom)

- Collaborated with author on the creation of the acclaimed book, *UX Strategy: How to Devise Innovative Digital Products that People Want*, distilling complex concepts into clear, actionable insights suitable for readers with varying levels of expertise
- Conducted UX research and design projects, synthesizing findings in chapters on competitive analysis, user research, storyboarding, and prototyping

Doctoral Human-Robot Interaction Researcher @ USC   Aug 2018 - May 2020

Tools: Qualtrics, HTML, CSS, JavaScript, Python, Google Sheets

- Led 4-person team conducting human subjects research focused on empathy
- Developed a socially assistive robotic tutoring platform to teach school children with Autism Spectrum Disorder (ASD) about empathy
- Designed survey instruments to assess human-robot relationships and progress towards children's learning objectives

Education

MS, Computer Science, University of Southern California (USC), 2020

Studied UX Design, UX Strategy, and Human-Robot Interaction

BS, Engineering, Harvey Mudd College, 2018

Studied Robotics, Creative Writing, and Project Management