Jessye Holmgren-Sidell
Product Designer

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Experience

2022 -
Seattle, WA

WongDoody
Product Design Lead

Worked cross-functionally with engineering, marketing, and data teams to ship high-quality, complex B2C and B2B experiences for Fortune 500 companies. Conducted comprehensive analysis of LG's design system and implemented a roadmap for enhancing user experience; reduced production time by 30%. Redesigned LG's Product Support site, increasing ease of use by 29% and its accessibility rating by 219%.

2021 - 2022
Remote

Sealed Air
Senior Product Designer

Led creation of POP design system and UI library for all Sealed Air's digital products, internal and customer-facing. Planned and executed comprehensive design, build and documentation strategy for 50+ components. Facilitated design system adoption across company's platforms, with 100% of products using the system by July 2022. Maintained design system assets used by 30+ designers and 50+ developers, increasing production efficiency by 50%.

2019 - 2021
Durham, NC

Fidelity Investments
Visual Designer

Built and maintained a functional component library that scaled across 5+ digital platforms within Fidelity's AI incubator; improved interactive and visual consistency while reducing design-development iterations. Created pixel-perfect interfaces, partnering with users, stakeholders, and developers to deliver features and products. Collaborated with product team on end-to-end development of an innovative sales dashboard leveraging AI insights.

2018
Durham, NC

IQVIA
UX Intern

Designed interface screens for IQVIA software, communicating complex ideas about healthcare and technology. Developed a set of best practices for wearable interface design, then built working prototype.

2017
Raleigh, NC

Ipreo
UX Intern

Crafted a visual theme and system incorporating the Ipreo brand across all platforms. Built mobile conversational interface application for investors.

Education

North Carolina State University
MA of Graphic & Experience Design

May 2019

Kenyon College
BA in Art, Minor in English
Magna Cum Laude

May 2016

Skills

UX Research, Design Systems, UX Design, Interface Design, Interaction Design, Product Design, Product Strategy, Prototyping, Typography, Visual Design, Wireframing

Tools

Adobe Creative Suite, Figma, Jira, Principle, Sketch, UXPin

Recognition

Above and Beyond Award
Fidelity Investments

January 2021

Graduate Faculty Award
North Carolina State University

May 2019