

Jessye Holmgren-Sidell

<https://www.jessye.org>
jessye.holmgrensidell@gmail.com
(919) 593-3406

Experience

- 2024 –* **HubSpot** / Staff Product Designer
- Established a tokens system that scales across HubSpot's existing and future design systems, codifying design decisions, and allowing for the enterprise to migrate to a new theme.
- Crafted foundational elements for HubSpot's new design system, Trellis. Collaborated with the Marketing team and agency, Kurppa Hosk to develop bespoke HubSpot type family. Led creation of typography and elevation systems for the design language.
- Built complex patterns and components in Figma, working cross-functionally across the org to gather requirements, refine visual design, create and hand-off specs, and document all decisions and guidance.
- 2023* **Huge Inc.** / Visual Designer
- Embedded with Google's Search Ads team to develop and document their local design system, under Material. Designed components and patterns to drive user engagement and increase revenue, while maintaining brand identity.
- 2022 – 2023* **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* **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* **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.

Education

North Carolina State University
MA of Graphic & Experience Design
May 2019

Kenyon College
BA in Art, Minor in English
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, Claude, Figma, Jira, Lovable, Principle, Sketch, UXPin

Recognition

Webby Award Runner-Up
Advertising, Media & PR
Public Service & Activism

2024

Lovie Award
Website: Social Impact

2023

Above and Beyond Award
Fidelity Investments

2021