

JESSYE HOLMGREN- SIDELL

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EDUCATION

MASTER OF GRAPHIC DESIGN,
NC STATE UNIVERSITY
2016-2019

BACHELOR OF ARTS
ART MAJOR, ENGLISH MINOR
KENYON COLLEGE
2013-2016

INVOLVEMENT

SAS INSTITUTE
October - December 2016

Created an accessible data prototype for users with visual impairments with five other students during a nine-week project with SAS accessibility and UX designers. Our team's solution was awarded best project by SAS officials.

IBM
March - May 2018

As a class, developed an inclusive device for users who are deaf or hard of hearing utilizing IBM Watson technologies. Received regular feedback from IBM inclusive and UX designers.

SKILLS

EXPERIENTIAL

- UI/ UX Design
- Design Research
- Prototyping
- Inclusive Design
- Teaching Assistant

TECHNICAL

- Adobe Suite
- Sketch
- Principle
- Justinmind
- Microsoft Office

EXPERIENCE

UI/ UX DESIGN INTERN | IQVIA, MORRISVILLE
May - August 2018

- Worked in collaboration with design team to create pixel-perfect design deliverables for stakeholders.
- Designed interface screens for company software applications using IQVIA style guide Apollo.
- Created visualizations to successfully communicate complex ideas about healthcare and technology.
- Worked independently to develop a set of best practices for wearable interface design, then built a working prototype of wearable for Solution Design Studio.

SENIOR EDITOR | NC STATE UNIVERSITY MASTER
OF GRAPHIC DESIGN JOURNAL AND SO
January - June 2018

- Determined publication issue content for the online MGD journal *And So*.
- Recommended and oversaw written submission revisions and refinements in consultation with graduate faculty.
- Solicited and reviewed written submissions from MGD graduate students.
- Worked with copy editor towards final production.
- Reported to MGD peers in a timely manner during the process.

UX/ DESIGN INTERN | IPREO, RALEIGH
June - August 2017

- Developed a visual theme and system incorporating Ipreo's brand across multiple platforms, including their online login page, PowerPoint decks, and infographics.
- Designed a conversational user interface application for mobile, which allows buyers and sellers to send out invitations to clients using voice commands while on-the-go.
- Re-designed and updated Ipreo's employee brand guidelines, including how to use the company's logo variations, color palette, and typography.
- Created posters advertising company events.