

# JESSYE HOLMGREN- SIDELL

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## EDUCATION

North Carolina State University  
Master's of Graphic Design

*Raleigh, NC  
May 2019*

Kenyon College  
Bachelor of the Arts  
Art Major, English Minor

*Gambier, OH  
May 2016*

## SKILLS

Art Direction  
Experience Design  
Interaction Design  
Prototyping  
System Design  
Typography  
Visual Design

## TOOLS

Adobe Creative Suite  
Figma  
Principle  
Sketch  
UXPin

## EXPERIENCE

**Senior UI Designer**  
Sealed Air

*Remote  
2021 - present*

Lead design on team creating the visual system and component library for all digital products. Collaborate closely with product teams, dev leads, and stakeholders to ensure that interfaces follow these style guidelines. Facilitate regular design reviews with UX teams to refine user experiences and improve component design and delivery.

**Visual Designer**  
Fidelity Investments

*Durham, NC  
2019 - 2021*

Developed functional UI component library that can scale across all digital platforms and projects within the incubator. Crafted a branding system for AI Incubator products, including logos, presentation templates and marketing materials. Created pixel-perfect UI prototypes, working with users and communicating with stakeholders and developers to build the final product.

**Senior Editor**  
NCSU Design Journal

*Raleigh, NC  
2018 - 2019*

Crafted publication theme and determined issue content for digital Master of Graphic Design Journal *And So*. Recommended and oversaw student and alumna submission revisions and refinements in consultation with graduate faculty.

**Freelance**

*2017 - present*

Collaborate with a wide range of clients to craft brand identities and systems, digital platforms, print, and promotional materials.

## RECOGNITION

**Above and  
Beyond Award**  
Fidelity Investments

*January 2021*

For Flywheel, the client management dashboard designed for the Fidelity sales team.

**Graduate  
Faculty Award**  
North Carolina  
State University

*May 2019*

For academic excellence and accessibility design-focused thesis work