

# Jessye Holmgren-Sidell

## *Product Designer*

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### Experience

#### **WongDoody – Product Design Lead**

*2022 - present, Seattle, WA*

Work cross-functionally with engineer, marketing and data teams to conduct user research, communicate insights, and ship high-quality, complex B2C and B2B experiences for Fortune 500 companies. Redesigned LG's Product Support site, increasing reported ease of use by 29% and its accessibility rating by 219%. Current clients: LG Electronics, Coca-Cola

#### **Sealed Air – Senior Product Designer**

*2021 - 2022, Remote*

Led creation of design system and component library for all Sealed Air's digital products. Set and met strategic roadmap for component design, build, documentation. Facilitated design system adoption across company platforms, with 100% adoption rate.

#### **Fidelity Investments – Visual Designer**

*2019 - 2021, Durham, NC*

Designed client management dashboard for Fidelity's sales team, leveraging AI insights to optimize sales opportunities. Developed and maintained UI component library for platforms within the incubator.

#### **IQVIA – UX Intern**

*2018, Durham, NC*

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

#### **lpreo – UX Intern**

*2017, Raleigh, NC*

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

### Recognition

#### **Above and Beyond Award – Fidelity Investments**

*January 2021*

For client management, AI-powered, dashboard designed for Fidelity sales team.

#### **Graduate Faculty Award – North Carolina State University**

*May 2019*

For academic excellence in the field of design and accessibility thesis work.

### Education

#### **North Carolina State University**

M.F.A. of Graphic & Experience Design

*May 2019, Raleigh, NC*

#### **Kenyon College**

B.A. in Studio Art, Minor in English

*May 2016, Gambier, OH*

### Skills

Design Research • Design Systems • Experience Design Interface Design • Interaction Design • Product Design • Product Strategy • Prototyping • Typography • Visual Design • Wireframing

### Tools

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

### Involvement

#### **North Carolina State University**

Led design process workshop with Graphic & Experience Design graduate students

*September 2022*

Interface work featured in *Big Data, Big Design: Why Designers Should Care about Artificial Intelligence* by Helen Armstrong

*October 2021*