

JESSYE HOLMGREN-SIDELL

Product Designer

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Experience

2022 - present
Seattle, WA

WONGDOODY Product Design Lead

Work with design, engineer, marketing and data teams to conduct user research, communicate insights, and create high-quality, complex B2C and B2B experiences for Fortune 500 companies. Establish and refine design system foundations and UI components to scale across product deliverables.

2021 - 2022
Remote

Sealed Air Senior Product Designer

Led design team creating the visual system and component library for all Sealed Air's digital products. Set and met strategic roadmap for component design, build, and documentation. Facilitated design system adoption across company platforms, meeting regularly with product, UX, and engineering teams to ensure visual guidelines were followed and maintained.

2019 - 2021
Durham, NC

Fidelity Investments Visual Designer

Created pixel-perfect interfaces, working with users and communicating with stakeholders and developers to build the final product. 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.

2018
Durham, NC

IQVIA UX Intern

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

Recognition

January 2021

Above and Beyond Award Fidelity Investments

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

May 2019

Graduate Faculty Award NC State University

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

Education

NC 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

Interface Design
Experience Design
Interaction Design
Design Systems
Prototyping
Typography
Visual Design

Tools

Adobe Creative Suite
Figma
Principle
Sketch
UXPin