

# Jessica Fatherly

## Experience Designer + Strategist

### Skills

UX / UI Design  
UX Strategy  
E-Commerce  
User Journeys  
Empathy Mapping  
User Testing  
Wireframes / Prototypes  
Design Thinking  
Site Merchandising  
Digital Marketing  
Omnichannel Retail

### Tools

Sketch / InVision  
Adobe CC  
Miro  
Cinema 4D  
Mintel  
Oracle  
FinalCut Pro  
Whiteboard  
Sticky Notes

### I Love

Tacos + Chimichangas  
Spicy Food  
Tiny Homes  
Blazer Jackets  
Zodiac Signs  
Crafting  
Being A Big Sister

### Achievements

2020 BC Sprint Winning Pitch  
2017 YMA FSF Case Study Winner  
2016 YMA FSF Case Study Winner

### Experience

Aug 2018 to May 2020 | Richmond, VA

#### VCU Brandcenter Experience Designer

I designed human-centered experiences grounded in insight from research to ideation to execution across digital and/or physical platforms. I combined business and strategy with design and technology to transform opportunity explorations into seamless experiences through Product Strategy, UX/UI, Interaction Design, and Design Sprint methods.

Jun 2019 to Aug 2019 | New York, NY

#### Publicis NY Experience Design Intern

I completed site audits to uncover areas of opportunity such as intuitive wayfinding, smart navigation, and content strategy. I developed user journeys and user mindsets to influence UX strategy when designing wireframes and prototypes for customer facing digital experiences across desktop and mobile platforms.

Nov 2017 to May 2019 | Virginia Beach, VA

#### NEXCOM E-Commerce Merchandise Analyst

I used site analytics to influence UX/UI, site merchandising, and product management strategies to increase conversion and optimize online sales performance across four departments. I provided designers and web producers with thoughtful user journeys and wireframes to create digital experiences that provided utility, usability, and desirability for homepage and landing pages across web store.

Jun 2016 to Aug 2016 | Anaheim, CA

#### Pacific Sunwear E-Commerce Merch. Planning Intern

I analyzed WTD, MTD, and QTD reports to identify top and poor performing styles to gauge how to improve turnover, sell through, and markdowns. I used Business Intelligence (BI) software to prepare reports and assist Buyers/Planners with site merchandising strategies. I partnered with other E-commerce members to ensure product imagery, product placement, pricing, and sequencing optimized sales.

### Education

VCU Brandcenter | May 2020

#### Master of Science in Experience Design

Virginia Commonwealth University | May 2017

#### Bachelor of Arts in Fashion Merchandising

General Business Minor