

# JESSICA GORBETT

CONROE, TEXAS

## OBJECTIVE

Improve the quality of life for others through excellent design and usability.

## EDUCATION



**BFA in Graphic Design**  
Sam Houston State University  
Overall GPA: 3.64 // May 2019



**User Experience Certification**  
Nielsen Norman Group  
ID: 1034952 // May 2021

## EXPERIENCE

AT SAM HOUSTON STATE UNIVERSITY

Present

PROMOTION  
**May 2023**  
**User Experience Manager**  
Information Technology  
Present // Full-Time

ORG CHANGE  
**Sep 2022**  
**User Experience Developer**  
Information Technology  
8M // Full-Time

RECLASS  
**Oct 2021**  
**User Experience Developer**  
Finance & Operations  
11M // Full-Time

**Jun 2019**  
**Web & Media Developer III**  
Finance & Operations  
2Yr 3M // Full-Time

**Jan 2018**  
**Graphic Designer**  
Public Safety Services  
1Yr 5M // Part-Time

**Sep 2017**  
**Print Lab Assistant**  
College of Arts & Media  
4M // Part-Time

## KNOWLEDGE & SKILLS

### User Experience

- » Conducting qualitative and quantitative user research.
- » Applying of user-centered design principles.
- » Applying W3C accessibility standards.
- » Developing of wireframes, prototypes, and user flows.
- » Knowledge of human usability and responsive design.
- » Planning and conducting usability testing.
- » Creating content plans and site maps.

### Development

- » HTML5 and CSS3 coding.
- » Knowledge of JavaScript and jQuery.
- » Applying Bootstrap and Zurb CSS libraries.
- » Ability to understand of software strengths and limitations.
- » Administrating Content Management System.

### Communication

- » Ability to distill complex concepts.
- » Ability to create and present/communicate complex technical information to a variety of stakeholders and leadership.
- » Building consensus and articulating the impact of design.

### Business

- » Analyzing business process and needs.
- » Managing projects, automating workflows, and prioritizing work.
- » Leading and facilitating design sessions with end users, stakeholders, and development teams.
- » Mapping end-to-end workflows for enhanced understanding and identifying improvements.

## ACHIEVEMENTS

Spotlight on Staff Award  
// September 2021

High-Potential Employee Leadership Academy Participant  
// August 2023 - Present

**CONTACT**

**CONNECT WITH ME**