

# Jessi Biagioni

## USER EXPERIENCE (UX/UI) DESIGNER

San Diego, CA

### EXPERIENCE

#### User Experience Designer / Graphic Designer

March 2023 - Present

Station16 | Remote (San Diego, CA)

- Promoted from freelance contractor to full-time Designer; have since delivered 15+ full website builds across 20+ clients spanning industries from media and aviation to nonprofit and faith-based organizations, with clients including Tenderfoot TV, iHeartMedia, and Girl Scout Summer.
- The agency's sole UX Designer: collaborating with a developer, copywriter, and creative director to shape strategy while owning all research, wireframing, and design execution across 2-3 simultaneous client web projects at a time.
- Consult directly with clients throughout the design process - translating business goals and user needs into clear UX solutions and presenting design rationale to stakeholders at each stage.
- Execute end-to-end UX process for each engagement: competitor analysis, personas, sitemaps, and high-fidelity mockups - applying accessibility best practices throughout and conducting user testing via Useberry on select projects.
- Collaborate with the creative director to concept, develop, and pitch graphic design solutions to clients - producing social graphics, print collateral, digital materials, presentations, and branded documents.
- Serve a dual UX and graphic design function, quickly adapting across brand identities, industries, and tools while managing print and digital production and front-end implementation in WordPress/Divi across multiple concurrent client projects.

#### User Experience Designer / Graphic Designer

July 2021 - March 2023

Independent Contractor | Remote (Millsboro, DE)

- Designed logos for multiple clients in Adobe Illustrator, delivering variations for both digital and print, including a 24-page brand guideline with defined rules for typography, color, imagery, iconography, and accessibility; produced supporting collateral including business cards and branded materials in InDesign.
- Conducted user research via surveys, developed personas, and crafted problem statements to ground all design decisions in real user data.
- Created wireframes and high-fidelity mockups, conducted usability testing with real users via Useberry, and iterated on designs based on findings, validating decisions through user data.
- Crafted all website copy from scratch, developing the client's messaging, voice, mission statement, and content strategy in close collaboration with stakeholders to ensure a cohesive experience from content through interface.
- Provided design direction, typography and color recommendations, and web edits for additional clients, managing multiple freelance relationships simultaneously.

#### User Experience Designer (Contract)

July 2021 - June 2023

Family Care Network - Freelancing | Remote (Millsboro, DE)

- Conducted discovery research across five departments including foster care, volunteers, housing, leadership, and donors - coordinating surveys with real users and synthesizing findings into personas and problem statements.
- Redesigned information architecture for a complex multi-program organization, creating clear pathways for diverse audiences including foster families, volunteers, and donors to navigate services and take action.
- Collaborated with the Director of Communications to craft all website copy across multiple audiences; produced the digital annual report and managed ongoing web maintenance.

#### Marketing & Social Media Coordinator

Family Care Network | San Luis Obispo, CA


July 2019 - June 2021

- Conducted supporter research via surveys and one-on-one interviews with clients, donors, board members, and staff - synthesizing findings to inform an analytics-driven social media strategy aligned with organizational goals.
- Developed and executed content strategy across all social platforms, writing and managing all copy, graphics, and campaigns to accurately represent the organization's brand and messaging.
- Designed graphics for social and marketing campaigns using Adobe Photoshop, Illustrator, and Canva; captured and edited photo and video content using Premiere Pro for fundraising events and campaigns.
- Trained and presented to staff on social media best practices, translating complex platform knowledge into accessible guidance for non-technical team members.

### CONTACT

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### EDUCATION

#### Udemy Liz Brown | 2026

- Designing for Accessibility WCAG 2.2, Section 508, ADA Certificate

#### Udemy Daniel Walter Scott | 2025

- Figma UI UX Design Essentials Certificate
- Figma UI UX Advanced Certificate

#### Google UX Design | 2022

- UX Design Professional Certificate

#### California Polytechnic State University San Luis Obispo, CA | 2017

- Bachelor of Science, Business Administration
- Concentration: Marketing Management
- Minor: Integrated Marketing Communication

#### Sierra College

#### Rocklin, CA | 2015

- Associate in Science Business Administration for Transfer Degree

### SKILLS

- UX/UI Design
- Graphic Design
- Marketing
- Wireframing
- Video Editing
- Empathizing
- Copy Writing
- Design Thinking
- Accessibility
- User Research
- Usability Testing
- Surveying
- Prototyping
- Personas
- Responsive Web Design
- Competitive Analysis
- User Journeys
- Front-End Production
- AI-Assisted Design/Content Workflows

### TOOLS

- Figma
- Figjam
- Wordpress
- Illustrator
- InDesign
- Photoshop
- Jotform (surveys)
- Useberry
- Wordpress / Divi
- Google Analytics / Search Console
- AI Tools (ChatGPT, Claude, NotebookLM, Perplexity)