

Jessi Biagioni

User Experience Designer • San Diego, CA

WORK 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**.
- **Sole UX Designer** at the agency, **owning research, wireframing, and design** execution across **2-3 simultaneous client projects** while collaborating with developers, copywriters, and creative directors on strategy
- Consult directly with clients throughout the design process, **translating business goals and user needs into UX solutions** and presenting design rationale to stakeholders at each stage
- Execute end-to-end UX process including competitor analysis, personas, sitemaps, and high-fidelity mockups, applying accessibility best practices and conducting **user testing** via Useberry on select projects
- **Serve a dual UX and graphic design** function, producing social graphics, print collateral, and branded materials while managing front-end implementation in WordPress/Divi across multiple concurrent projects

User Experience Designer / Graphic Designer

July 2021 – March 2023

Independent Contractor | Remote (Millsboro, DE)

- Designed logos and comprehensive 24-page **brand guidelines** and marketing materials, giving clients a consistent visual system across typography, color, imagery, and accessibility standards
- Conducted **user research via surveys**, developed **personas**, and crafted **problem statements** to inform design decisions with real data
- Created **wireframes** and **high-fidelity mockups**, conducted **usability testing** via Useberry, and iterated on designs based on findings, validating decisions through user data
- Developed client's voice and messaging from the ground up, **writing all website copy** through close stakeholder collaboration

User Experience Designer

July 2021 – June 2023

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

- Conducted **discovery research** across foster care, volunteers, housing, leadership, and donor departments - synthesizing findings into personas and problem statements
- **Redesigned IA for a complex multi-program organization** to serve diverse audiences clearly and effectively
- Collaborated with the Director of Communications to **write all website copy** across multiple audiences
- Produced the digital annual report and managed ongoing **web maintenance**

Marketing & Social Media Coordinator

July 2019 – June 2021

Family Care Network | San Luis Obispo, CA

- 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 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)