

J. Amelia Cáceres

Product Designer | Web Developer

Intertek Wisetail; Remote

Lead Product Designer | 2024–Present

Senior Product Designer | 2022–2024

- Lead design projects; influence design strategy, practices, and outcomes.
- Deliver solutions that work and demonstrably increase value.
- Establish and maintain cross-functional design system process.
- Establish user experience research and usability testing process.
- Solution with cross-functional teams, advocating for users.
- Formulate and conduct UX research and usability studies with client base.
- Document and communicate designs via wireframes, mockups, user flows, prototypes, and other deliverables for multiple platforms.
- Collaborate with and advise other designers on product solutions.
- Facilitate and participate in design reviews.

IRA Financial; Remote

UX/UI Designer | WordPress Developer | 2018–2022

- Rebranded company; created brand guidelines.
- Redesigned, developed, and maintained websites; created and implemented design system and style guide.
- Architected move to WordPress, restructuring content and site map.
- New design, content, SEO, and landing pages for Google Ads campaign resulted in improved site visits and sales.
- Designed mobile app; created design system.
- Collaborated with retirement specialists and offshore developer team to continuously improve user experience.
- Gathered client feedback to improve products.
- Directed the design of marketing and general company materials, ensuring brand and messaging consistency.

Pension Investors; Remote

UX/UI Designer | WordPress Developer | 2020–2021

- Rebranded company; created brand guidelines.
- Redesigned, developed, and maintained 3 websites; created and implemented design system and style guide.
- Architected move to WordPress, restructuring content and site map.
- Efforts resulted in demonstrably improved site visits and sales.
- New design, content, and SEO resulted in improved site visits and sales.
- Directed the design of marketing and general company materials, ensuring brand and messaging consistency.

Contact

jessames.me

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in/jessames-caceres/

Seattle, WA

Profile

I have 7 years of experience as a product designer and a master's degree in technical communication focused on digital design.

Skills

Design

Wireframing, Prototyping, Design Systems, Human-Centered Solutions

Design Tools

Figma, Sketch, Adobe XD, Invision, Zeroheight, Miro

Development

HTML, CSS, JS, WordPress SCRUM, Kanban, JIRA

Education

MA Technical Comm.

Focus: Digital Design

Auburn University

2016