J. Amelia Caceres

Product Designer | Web Developer

Intertek Wisetail; Remote

Lead Product Designer | 2024–Present

- Drive end-to-end product design across multiple initiatives, shaping strategy, vision, and execution for a growing B2B platform.
- Deliver high-impact solutions that improve client satisfaction and engagement, backed by usage analytics and direct feedback.
- Establish and uphold direction and shared design standards to ensure consistency and quality across distributed teams.
- Leverage generative AI tools to accelerate ideation, wireframing, and UX copy, reducing time-to-concept and improving alignment.
- Maintain a lean usability testing workflow combining qualitative in-house testing with tools like Hotjar and PlaybookUX for faster, data-informed iteration.
- Proactively identify UX opportunities that drive long-term usability and adoption.
- Lead design system development and governance, ensuring smooth collaboration and scalable design delivery across teams.

Senior Product Designer | 2022–2024

- Established a usability testing practice from scratch, introducing lightweight, repeatable methods that elevated design quality and stakeholder trust.
- Collaborated cross-functionally with engineers, PMs, and client-facing teams to develop thoughtful, user-centered solutions across web and mobile platforms.
- Conducted UX research to inform design decisions and validate solutions in partnership with real clients.
- Delivered wireframes, user flows, mockups, prototypes, and specs across multiple platforms (iOS, Android, Web), supporting development.
- Supported and guided fellow designers through design reviews, solutioning meetings, and knowledge sharing.

IRA Financial; Remote

UX/UI Designer | WordPress Developer | 2018–2022

- Led company-wide rebrand, establishing a new visual identity and brand guidelines used across digital and marketing channels.
- Designed and developed responsive websites using WordPress, improving performance, SEO, and lead conversion in alignment with new brand strategy.
- 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 customer-facing mobile app in collaboration with internal stakeholders and offshore dev teams, improving usability and feature clarity.
- Partnered closely with retirement specialists to translate complex financial workflows into intuitive user experiences.
- Developed and optimized landing pages for paid campaigns, leading to measurable increases in site traffic and conversion.

Pension Investors; Remote

UX/UI Designer | WordPress Developer | 2020–2021

- Led company-wide rebrand, establishing a new visual identity and brand guidelines used across digital and marketing channels.
- Led the redesign and development of three corporate websites, creating a unified brand presence and improving usability across devices.
- Architected move to WordPress, restructuring content and site map.
- Delivered measurable improvements in site visits, engagement, and conversions through SEO, visual redesign, and information restructuring.
- Directed the design of marketing and outreach materials to ensure consistency in branding and messaging across print and digital.

Contact

jessames.me (Portfolio)

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in/jessames-caceres/

Seattle, WA

Profile

User advocate, product designer, and web developer. Committed to building human-centered design cultures that involve the people we're designing for at every step of the process.

Seven years of experience in UX/UI and product design and a master's in technical communication focused on digital design.

Skills

Design
Design Thinking, Journey Maps, User Flows, Personas, Jobs to be Done, Wireframes, Prototypes, Design Systems, Human-Centered Solutions

Design Tools
Figma, Sketch, Adobe XD, Invision, Zeroheight, Miro, Usability Testing (Hotjar, Lyssna, Playbook UX, UserTesting)

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

Education

**MA Technical Comm.
Focus: Digital Design**
Auburn University
2016