Jasmine A. Lockwood

PRODUCT DESIGNER

multi-disciplinary digital product designer crafting meaningful connections between people, data, and business (NY-based)

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EXPERIENCE

KPMG

Senior UI/UX Designer   Apr 2019—Mar 2024   (New York, NY)

- Lead end-to-end design of multiple enterprise web platforms, working in agile with tech teams and stakeholders to create info architecture, user flows, wireframes, prototypes, user interface, and design documentation via UI specs and user stories
- Use UX methodologies and systems thinking to influence product and business strategy
- Derive insights from interviews and heuristics to validate and ship design improvements
- Innovate new design patterns and collaborate to maintain cross-platform design system
- Conduct workshops with process owners to capture current and desired future states
- Develop research artifacts, including personas and journey maps, and mentor designers

Vendilli Digital Group

UX/UI Designer   Oct 2017—Jul 2018   (Pittsburgh, PA)

- Design and launch custom websites, webpages, and widgets, working with clients to improve branding, content, and unique features; increasing engagement and conversion
- Create client and internal marketing media for social ads, email, blogs and pitch decks
- Work with CEO and dev from strategy to implementation; Redesign company webpages

Hudl

Design Intern   Oct 2015—Jan 2016   (Lincoln, NE)

- Own design of new Hudl web and mobile app features from concept to implementation
- Facilitate interviews and A/B testing to refine internal admin and consumer solutions, including featured profiles and social post reactions

Drift

Design Intern   May—Sep 2015   (Cambridge, MA)

- Create and launch new features for consumer iOS and desktop app Annotate; including user onboarding, crop tool, movable annotation toolbar, stickers panel, and stickers
- Partner with design leads and founders to iterate internal brand and website concepts

Intuit

Experience Design Co-op   Jan—Jun 2014   (San Diego, CA)

- Lead UX in winning intern team of 2-week hackathon, from concept to design, test, and launch of a social proof solution profiled on TurboTax.com for 6 weeks from Jun-Jul 2014
- Pursue patent for intern team contextual self-help solution for users of TurboTax

Bose

Interaction Design Intern   May—Aug 2013   (Framingham, MA)

- Partner with researchers, interaction designers, and product engineers to design specs for physical Bose products including a battery level indicator and volume knobs
- Plan and execute product usability tests; Prototype client-facing web app features

EDUCATION

Rochester Institute of Technology (RIT)

BFA, New Media Design · 2017
Communications Concentration

DESIGN EXPERTISE

User Experience (UX)
User Interface (UI)
Digital Product Design
Responsive Web
Mobile / App
User Research / Testing
Systems Thinking
Conceptualization
Information Architecture
User Flows
Wireframing
Prototyping
Interaction Models
Design Systems
Data Visualization
Brand and Identity
Requirements

SOFTWARE TOOLS

Figma / Figjam
Adobe Creative Suite
Sketch
inVision
Mural
JIRA
HTML / CSS
Microsoft 365