



# JESSICA WEST

PRODUCT DESIGNER

📍 London, UK

## EXPERIENCE

### META

#### Product Designer - Ads & Business Products

March 2022 - Present | London, UK

- Leading revenue generating projects to improve efficiency, increase adoption and performance.
- Working closely with engineers, product managers, user researchers, data scientists and other designers to align on strategy, goals, long-term visions and execution.
- Consistently lead workshops with partner teams to explore long-term opportunities and collaboration models.
- Influenced AI teams roadmap for 2023 and kicked off collaboration with designers across Instagram, Facebook and AI to deliver performant and engaging ad experiences at scale.

### AMAZON

#### UX Designer - Prime Video

Apr 2020 - Mar 2022 | London, UK

- Launched the redesign of Prime Video across television experiences, improving the CXSAT score by 16% in the first Beta.
- Worked creatively around device limitations to deliver an innovative and seamless experience.
- Effectively communicated designs, strategy, and recommendations based on quantitative and qualitative user research data.
- Collaborated with designers, product managers, engineers, and marketing teams across the Prime Video studio.
- Worked closely through design iterations, prototypes, Beta launches and regularly presented to Design Leads and Directors.

#### UX Designer - Amazon Retail

Feb 2018 - Apr 2020 | Seattle, WA

- Designed and shipped experiences across Video Games, SaaS, Amazon Wedding Registry, and Consumer Electronics products.
- Worked closely with external partners including Microsoft, Citizens One, and Intuit.
- Led and moderated usability tests, workshops and facilitated Design Sprints.

#### UX Design Intern - Amazon Retail

Jun 2017 - Sep 2017 | Seattle, WA

- Led a new innovation project, owning the entire design experience from customer journey, wireframes, prototyping, and usability testing.

### VIACOM

#### Interaction Design Intern - BET Networks

Jun 2016 - Aug 2016 | New York, NY

- Designed and prototyped a new concept in collaboration with product, marketing, and engineers.
- Designed graphics and animations for BET Awards and digital shows.

## EDUCATION

### ACADEMY OF ART

#### Web Design & New Media - Bachelor of Fine Arts

Sep 2022 - Dec 2017 | San Francisco, CA

- 2016-17 Softball Team Captain (NCAA Division 2).
- Secretary for the Student-Athlete Advisory Committee.
- Member of the Women in Leadership Development group.

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## VOLUNTEER

### BUILT BY GIRLS

#### Mentor

Apr 2019 - Mar 2022

### SEATTLE WOMEN OF DESIGN

#### Lightning Talk Speaker

Jun 2020

### XD HACKS

#### UX Workshop Lead

Jun 2020

### ACADEMY OF ART UNIVERSITY

#### Portfolio Reviewer & Panelist

May 2020 | Dec 2019 | May 2019

## AWARDS

### TECHNICOLOR HACKATHON

#### 3rd Place Participant

2018

### ACADEMY OF ART UNIVERSITY

#### Servant Leadership Award

2017

### ACADEMY OF ART UNIVERSITY

#### PacWest All-Academic Team

2017 | 2016 | 2015 | 2014

### ACADEMY OF ART UNIVERSITY

#### HERO Sports NCAA D2 Player of the Week

2016

### ACADEMY OF ART UNIVERSITY

#### PacWest All-Conference

2017 | 2016

### ACADEMY OF ART UNIVERSITY

#### NFCA Academic All-American

2016

## STRENGTHS

USER EXPERIENCE

INTERACTION DESIGN

USER RESEARCH

VISUAL DESIGN

STRATEGY

DESIGN WORKSHOPS