

JADA MCGILL


PRODUCT DESIGNER

PROFILE

Product Designer with 7 years of experience in visual design and 2 years in Product Design which helped to deepen knowledge of collaboration, empathy, interpersonal skills and experience design, with a keen interest in human behavior and building positive relationships.


EXPERIENCE

Northwoods | *Web and Mobile App Design* JUN 2021 - MAR 2023

 **We provide useful, usable, and lovable software solutions that help caseworkers gather information, make sense of it, and use it to help others.**

- Implemented a new model that empowers workers to own and create tasks in order to organize their workload.
- Successfully built solutions that helped Social Workers spend less time traveling to complete paperwork. Success was measured through data insights and user feedback.
- Scaled the initial solutions of several products to incorporate increased functionality to address user needs.

Green Point | *Passion Project* FEB 2021 - MAR 2021

 **3 out of 3 test participants answered “yes” to would you add more produce in your diet after using this app.**

- Conducted market research, user interviews and competitive analysis to validate the need of making shopping locally grown foods easier, thus improving the health of the users and community.
- Created high fidelity screens and an interactive prototype for the flows of on boarding, finding markets, shopping markets, creating grocery lists and saved markets; tested with 3 users in person.

FulFit | *Passion Project* JAN 2021 - FEB 2021


- Discover the need for fitness in the daily lives of Americans and how to motivate them through user surveys along with 5 in-person interviews and competitive analysis.
- Designed high fidelity screens and an interactive prototype that was then tested on 3 users in-person.

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 jadamcgill.com

 **Willing to relocate for the right opportunity.**

EDUCATION

B.F.A. ILLUSTRATION

Columbus College of Art and Design

MINOR, CREATIVE WRITING

Columbus College of Art and Design

SHECODES CERTIFICATION

Coding course for Women in Tech
“Introduction to Coding” certified

SKILL SET

Research

User Survey
User Interview
Competitive Analysis
Interviews

Information Architecture

User Persona
User Story
User Flow
Sitemap
Storyboard
Sketching

Experience Design

Wire-framing
Brand Strategy & Identity
Visual Design
Interactive Prototypes
Usability Testing

Other

Articulating Design Decisions
Working with Cross-Functional Partners

EXPERIENCE CONTINUED


Textile Designer

JUL 2018 - AUG 2020

Graphic and Pattern Designer, at Justice

NEW ALBANY, OH

Justice is the #1 destination for all things tween girl providing fashion, merchandise, and accessories for tween girls ages 6-12.

 **Deepened skills in quantitative and qualitative research, collaboration, empathy, interpersonal communication and visual design.**

- Collaborated with design team of over 30 to identify the needs of our "Girl" through reach out sessions, field research, competitor analysis, and seasonal data to create informed designs.
- Lead Print and Pattern visual design based on thorough research and lead discussions about season vision with cross-functional partners.


Creative Designer

OCT 2016 - JUN 2018

Illustrator and Designer, at Shopko

GREEN BAY, WI

Shopko was a specialty discount retailer that offered quality merchandise for casual apparel, home, family and health needs.

 **Deepened skills in qualitative research, competitor analysis, collaboration, interpersonal communication, visual design.**

- Lead the design team of 3 for children's and women's clothing lines through field research, competitor analysis and visual design to create informed design decisions.
- Worked with cross-functional partners to gather quantitative research and keep visuals aligned with brand identity.

Notes for You:

TOOLS

Research

Google Analytics
Survey Monkey

Experience Design

Sketch
Figma
InVision
Photoshop
Illustrator
Miro

Coding

HTML
CSS
Javascript
VS Code