

Jessica Bahling

SENIOR UX DESIGNER

CONTACT ME

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EDUCATION

UNIVERSITY OF WISCONSIN - STEVENS POINT 2013

BFA IN ART- GRAPHIC DESIGN

THE ART & ARCHITECTURE OF IMPERIAL CHINA

SUMMER 2010

Study abroad course in Wuhan, Luoyang, Xian, and Beijing

LONDON INTERNSHIP - ART & DESIGN SUMMER 2012

Study abroad course in London (British Life and Culture)

OTHER PARTICIPATION

- Prototypes, Process & Play UX Conference **2016**
- Milwaukee and Appleton Portfolio Review **2013**
- Entry Adobe Design Achievement Award **2013**
- Entry Neenah UnShow Design Competition **2013**
- Entry International Reggae Poster Contest **2013**
- AIGA Minnesota Design Camp **2011 & 2012**
- AIGA NowHere Design Conference **2011 & 2012**
- AIGA Real. World. Design **2011-2013**
- Web Weaver/Recruiter/Secretary for UWSP Women's Ultimate Frisbee Club **2009-2013**
- Sigma Alpha Pi (National Society of Leadership) **2010-2013**
- National Honors Society **2008-2009**
- Badger Girls State Elected Official **2008**

VOLUNTEERING & FREELANCE

- Designed an identity for an R&B artist **WINTER 2013**
- Designed collateral pieces and assisted with the newspaper layout for the Milwaukee Business Journal **FALL 2013**
- Forward Thinking Communities website for the Whitnall School Board **FALL 2013**
- Whitnall Cross Country team photos **FALL 2013**
- Milwaukee Art Museum **SUMMER 2010-2011**

WORK EXPERIENCE

CONNECTURE, INC.

SENIOR UX DESIGNER WINTER 2014 - PRESENT

- Wire-framed many prototypes with Axure RP Pro and a few in XD
- Created style guides, designed icons, and mocked up high fidelity web pages in Photoshop.
- Designed a tablet app for an insurance agent/broker working in the field and a web optimized mobile solution for both Medicare and Individual & Family products.
- Lead user tests, participated in week long design sprints, presented final designs and helped to maintain consistency with our latest pattern library.
- Worked with a Product Manager, Content Strategist, Front-end developer, Researcher, Business Analysts, and other UX designers.

COMPOSURE GRAPHICS

GRAPHIC DESIGN INTERN FALL 2013 - WINTER 2014

- Edited copy, images and layout for a variety of publishing documents (mainly textbooks).
- Designed logos and ads

SIGN SHOP @ MILWAUKEE WORLD FESTIVAL, INC.

SIGN ARTIST SUMMER 2013

- Collaborated with a team to assemble & display signs for all of the festivals on the Summerfest grounds
- Communicated with a variety of vendors to achieve the best results for the signage

DESIGN CENTER

GRAPHIC DESIGN INTERN FALL 2012 - SPRING 2013

- Designed for local clients & the University such as posters, logos, a web banner and community booklet
- Scheduled meetings with clients throughout the design process
- Presented my design work to clients that incorporated their communication goals

SHI SHI ISHI BRANDING & MARKETING

GRAPHIC DESIGN INTERN SUMMER 2012 IN LONDON, ENGLAND

- Designed websites, letterheads and business cards.
- Worked with people from different cultures
- Communicated with a web developer to create a more effective website

RETTLER CORPORATION

DESIGN TECHNICIAN SUMMER 2009 - SPRING 2010

- Drew landscape concepts in AutoCAD & rendered them in Photoshop
- Printed final designs for presentation