Jessica Nace

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Portfolio: www.jessicanace.com

Professional Summary

Creative UX/UI Designer with over 10 years of experience crafting intuitive, user-centered digital experiences for web and mobile platforms. Adept in wireframing, prototyping, responsive design, and accessibility standards (WCAG). Proven success in increasing user engagement, streamlining onboarding, and driving conversions through thoughtful design. Highly skilled in Figma, Sketch, and front-end basics (HTML/CSS). Collaborative team player with Agile experience and strong communication across cross-functional teams.

Skills

UX/UI Design: User Research, Wireframing, Prototyping, Interaction Design, Usability Testing, Accessibility (WCAG), Design Systems, Responsive Design

Tools: Figma, Sketch, Adobe XD, InVision, Zeplin, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Miro, ClickUp, Slack

Development Basics: HTML, CSS

Project Management: Agile Methodologies, Sprint Planning, Cross-Functional Collaboration

Experience

Freelance Designer / Consulting
Self-Employed · 2008 – Present

- Providing graphic design services for small businesses, including marketing assets, social media graphics, and brand collateral
- Customizing WordPress websites using pre-built themes to deliver affordable, responsive web solutions
- Continuing professional development in UX trends, AI integration, and design system best practices

UX/UI Designer
VendorSmart · February 2019 – July 2025

- Increased RFP usage by 900% by integrating AI-generated templates, improving monthly posts from 10 to over 100
- Reduced onboarding drop-off by 25% and support tickets by 30% after redesigning the vendor sign-up flow
- Boosted conversions by 30% from free to paid plans with targeted in-app messaging and UI enhancements
- Developed scalable, responsive design systems in Figma and Sketch for consistent cross-platform experiences
- Collaborated with product managers, developers, and marketing teams to deliver user-centered solutions in Agile sprints
- Designed branded print and digital materials including trade show displays and flyers

- Created wireframes, high-fidelity prototypes, and developer handoffs using Zeplin

UX Designer
AutoNation · July 2017 – February 2019

- Improved lead conversion rates by 10% by optimizing user flows in the Equity Mining System (EMS)
- Led the transition from Photoshop to Sketch, modernizing design workflows and boosting team efficiency
- Streamlined design-to-development handoffs with Zeplin, reducing iteration cycles
- Ensured ADA compliance with WCAG standards, enhancing accessibility across product lines
- Created interactive InVision prototypes for usability testing and stakeholder feedback

UX/UI Designer
ProcessMAP · March 2014 – May 2017

- Designed wireframes, mockups, and prototypes that translated business requirements into user-centered experiences
- Partnered with analysts and stakeholders to build customized modules based on user needs
- Conducted user testing at annual conferences, implementing changes that reduced post-launch usability issues
- Delivered front-end HTML/CSS to accelerate development cycles and reduce handoff friction

User Interface Engineer
Q Interactive · July 2010 – February 2014

- Developed interactive, responsive web pages from static designs, optimized across mobile, tablet, and desktop
- Created reusable templates and single-use pages for various digital campaigns.

Flash Graphic Artist
Q Interactive · July 2008 – July 2010

- Designed landing pages, email creatives, and banner ads compliant with brand guidelines
- Created dynamic, interactive Flash banners and web animations

Education

B.S. in Graphic Design
The Art Institute of Fort Lauderdale · 2008

References available upon request.