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Jessica Cook

WORK EXPERIENCE

frog design
Visual Designer | Brooklyn, NY | Jun 2017 - Current

Researching, designing, and developing human centered experiences for a diverse range of clients. Primary focus is on digital products and design language systems; approaching design through a lens of both visual and interaction design principles.

Anton & Irene
UX/UI Design Intern | Brooklyn, NY | Summer 2016

Worked along side Anton & Irene assisting with personal and client projects. Complete UX research and design, wireframing, IA structures, content strategies, user testing/research, and working on editing client CMS and presentations.

Saratoga Performing Arts Center
Design & Marketing Intern | Saratoga, NY | Summer 2015

Designing and managing social media content, email blasts, and web banners. Creating promotional strategies for social media marketing. Flyers, in house design work, and photography during major events and for publicity in local newspapers.

EDUCATION

Rochester Institute of Technology
BFA Graphic Design | 2013 - 2017
Minor - Advertising and Public Relations

CLIENTS

Under Armor, Travelers Insurance, Cigna, BNYMellon, UBS, Chipotle, Reebok, FIS

QUEST CRITIQUE

NYU - User Experience Course
Professor Dalit Shalom | Brooklyn, NY | 2018

Cornell Tech University
frog Design Challenge | Manhattan, NY | 2017

Cornell Tech students engaged in a semester long project to solve a design challenge prompted by frog. Participated in feedback rounds with students leading up to their final presentation.

DESIGN

Visual Design, Digital Product/UI, User Experience & Interaction, Branding & Identity, Advertising, Print, Social Media

SKILLS & TOOLS

Concept Development, Design Language Systems, UX patterns, Wireframing, IA, Sitemaps, User Flows, User Research/Testing, Prototyping, Documentation

Adobe Creative Suite, Sketch, Invision, Zeplin, HTML & CSS, Keynote, Slack....(to name a few).