jasminewest.com   in jasminewest   jasmine.nic.west@gmail.com   +1 (609) 675-8714

JASMINE WEST

Strategic and data-driven product designer blending creativity with UX research and design systems to craft seamless, impactful experiences.

Skills

Design
UX Design, Product Design, UI Design, Branding, Rapid Prototyping, Usability Testing, Accessibility, User Research, Video Editing, Responsive Design

Product Strategy
User Research, A/B Testing, Data-Driven Design Decisions

Leadership & Collaboration
Cross-Functional Teams & Stakeholder Communication

Tools

Figma, Premiere Pro, Adobe Illustrator & Photoshop, Sketch, JIRA, Asana, Microsoft Office Suite

Interests

Weight Training, Videography, Foreign Languages, Motion Graphics, Branding & Marketing Strategy

Education

New Media Design (BFA)
Rochester Institute of Technology, 2017 – 2021

Experience

Product Designer

Morningstar / Chicago, IL / 2021 — Present

– Drive the design of intuitive financial tools, focusing on optimizing workflow efficiencies through iterative prototyping, usability testing, and data-driven design decisions.

– Shape design processes by collaborating closely with product managers, engineers, and stakeholders to align business goals with user needs, ensuring seamless and accessible interactions.

– Champion user research, conducting in-depth studies with financial advisors to identify pain points and opportunities, directly influencing product roadmaps and feature enhancements.

– Drive innovation by introducing new design frameworks and methodologies that improve workflow efficiency and elevate the overall user experience.

– Advocate for design excellence, maintaining a strong focus on accessibility, scalability, and usability to create impactful, high-performing digital experiences.

UI/UX Designer

Consultant / Remote / 2019 — Present

– Work with startups and established businesses to craft compelling visual identities and marketing collateral.

– Develop and scale branding systems and digital experiences for clients in e-commerce and SaaS.

– Design branding assets, websites, and marketing materials for a diverse range of clients, ensuring a seamless and engaging user experience.

– Manage multiple projects under tight deadlines while maintaining exceptional quality and attention to detail.

– Stay up-to-date with industry trends and apply best practices to enhance design effectiveness and impact.

Senior Visual Designer

Social Channel Group / Remote / 2024 – Present

– Partner with marketing strategists to drive brand awareness, education, and sales.

– Design high-quality print and digital assets for enterprise clients, including Microsoft 365 and Copilot.

– Translate complex business concepts into visually compelling, digestible marketing materials.