



# JESSIE PETERSON

## UX Designer

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### Experience

#### UX Designer

January 2020 — Present



- > Own the customer experience on Fire TV of Detail Pages, Entitlement and Live TV
- > Partner with business, engineering, research, visual design and writing disciplines to increase engagement and deliver features supporting current business strategies
- > Collaborate with international product and engineering teams to improve our global product experiences across Europe and Japan
- > Coach and mentor junior designers to help cultivate team growth and talent

#### UX Designer II

October 2018 — December 2020



- > Partner with lead designer to deliver experiences for Nordstrom product page across web and iOS platforms
- > Write UX copy for product page
- > Collaborate with product, engineering, research, business and design stakeholders to test and deliver new digital experiences to customers

#### UX Designer I

December 2016 — October 2018



- > Collaborate with designers, researchers and writers to redesign N.com Account experience
- > Assisted in the design and launch of the reinvented Nordstrom Customer Loyalty Program (The Nordy Club) resulting in increased membership and engagement

### Education

B.S. Informatics



Human Computer Interaction

UNIVERSITY of WASHINGTON

Seattle, WA | 2012 — 2016

### Tools & Skills

#### Design



Figma



Sketch



Zeplin



Adobe Creative Suite

#### Prototyping



Origami



Axure RP



Principle



Invision

### About Me

Hi, I'm Jessie!

I'm a UX Designer with 5+ years experience who is a master ambiguity-navigator and passionate user advocate. I love working with people — especially when it comes to innovating new and creative customer experiences. Life is hard enough; technology doesn't need to make it any harder. That's where I come in. 😊

When I'm not heads down in design, you can find me binging the latest Netflix hit, out with friends or listening to a true crime podcast. I'm known to never turn down a coffee or a happy hour, so let's connect and chat design!

### Internships

#### UX Design Intern

Internal Tools  
2016



#### UX Design Intern

Finance & Facilities Department  
2015 — 2016



UNIVERSITY of WASHINGTON

#### Data Analyst Intern

Sales Department  
2014 — 2015

