



Jessica Sanabria

UX Designer

Contact

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Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/jessica-sanabria-89b319145/>

Skills

Versatile Product Designer with a strong background in brand development, UX design, and user-centered project management. Proven expertise in transforming business concepts into cohesive brand identities and designing intuitive user interfaces. Adept at collaborating with cross-functional teams to optimize user experiences, driving customer acquisition and retention. Skilled in Figma, Adobe Suite, wireframing, prototyping, and conducting user research to create innovative, high-impact designs. Strong attention to detail and the ability to translate user insights into actionable design solutions.

Work Experience

2022-06 -
Current

Graphic Designer

Freelance, North Bay

- Transformed brand identities for multiple clients, including logo design and rebranding efforts, leading to a 30% increase in client engagement across digital platforms.
- Optimized website designs on Wix, incorporating SEO strategies that resulted in a 600+ monthly search increase for new services and boosted client visibility.
- Developed high-quality visual content and photography using Adobe Suite, contributing to a 40% improvement in social media engagement.

2019-09 -
Current

Owner

Good Glaze Doughnuts, North Tay, NB

- Developed a cohesive brand identity from concept to market, increasing customer loyalty by 50% through consistent online presence and user experience enhancements.
- Led end-to-end design of digital marketing strategies, including email campaigns that resulted in a 15% repeat purchase rate and \$10K in additional quarterly revenue.
- Streamlined business operations and improved customer feedback by 30%, focusing on product design and experience refinement.
- Managed day-to-day business operations.
- Developed and maintained strong relationships with clients, resulting in repeat business and referrals.
- Oversaw daily operations, ensuring all tasks were completed accurately and efficiently by team members.

2017-01 -

International Partner Support

- **Design Tools:** Figma, Adobe Suite (Illustrator, Photoshop, XD), Sketch
- **UX/UI Design:** Wireframing, Prototyping, User Flows, Information Architecture
- **Research:** User Research, Usability Testing, A/B Testing, Market Research
- **Collaboration:** Cross-functional Teamwork, Stakeholder Management, Design Handoff
- **Responsive Design:** Mobile-first Design, Multi-device Compatibility
- **Design Systems:** Component Libraries, Consistency Standards
- **Other:** HTML, CSS, JavaScript (Basic), Microsoft Suite (Excel, Word, Powerpoint)

Languages

English

Native or Bilingual

Spanish

Native or Bilingual

2019-08

Canadore College, North Bay

- Managed design and communication strategies for international recruitment campaigns, increasing student inquiries by 25% and boosting enrollment by 10%.
- Enhanced partner collaboration through targeted initiatives, improving stakeholder satisfaction by 30%.
- Collaborated with colleagues and support staff to maximize team efficiency.
- Streamlined internal processes, fostering improved efficiency and productivity within the International Office.

2015-02 -
2016-11

Chef and Event Planner

Yamagoya Holdings, Fernie, BC

- Led the design and execution of seasonal food offerings and events, achieving a 30% increase in repeat bookings and improving operational efficiency.
- Implemented tailored planning protocols that increased guest satisfaction scores by 25%, highlighting attention to user experience.
- Optimized food preparation processes, implementing time-saving techniques without compromising quality.

Education

2024-07 -
Current

Certificate: UX Design

University of Toronto - Toronto, ON

2019-08 -
2022-05

Diploma: Graphic Design

Canadore College - North Bay, ON

2016-07 -
2016-12

Certificate: Event Planning

College of The Rockies - Fernie,BC

2009-09 -
2012-05

Diploma: Culinary Administration

Canadore College - North Bay