

Jessica Rubenstein

UX Designer/Researcher

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www.jessrubenstein.com

Staff Product Designer/Researcher

CNN Politics, July 2019–Present

I design and test experiences for all of the digital products under CNN Politics, including Election Center and Facts First. My user testing impacts the next iteration of the designs as I work with designers, developers, project managers and stakeholders to ship a product that exceeds both user and business needs.

User Testing User Behavior Analysis Figma Prototyping Journey Mapping

Senior UX/UI Designer

Capital One, September 2017-July 2019

I designed a web dashboard and a card upsell experience. I worked closely with researchers to conduct field testing, moderated and unmoderated testing of the designs. I created wireframes, low-to-high fidelity mockups, prototypes and animated micro interactions.

Visual Design User Testing Sketch Journey Mapping Prototyping

UX/UI Designer III

Navy Federal Credit Union, September 2016 - September 2017

Visual designer working with business analysts to translate requirements to wireframes and mockups for mobile and tablet screens for iOS/Android.

Visual Design Wireframe Mobile UI IA Photoshop Balsamiq

Lead Interactive Designer

Graphic Designer: November 2012– February 2015

Hanley Wood Media, November 2012–September 2016

I worked with journalists to determine the best way of conveying a story online. I utilized HTML, CSS and JavaScript to create interactive components including maps, charts, infographics and more. I managed the interactive team as we worked to ensure consistently branded and engaging websites.

HTML CSS JS WebVR DataViz Management

Graphic Designer

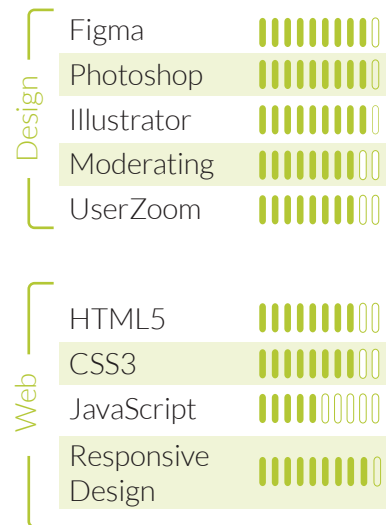
Service 1st Federal Credit Union, June 2011–November 2012

Branding Marketing E-mail Campaigns Advertising

Education

Bachelor of Arts Degree
Graphic Design
Susquehanna University
3.75GPA

Skills



Additional Skills:
Wireframing, User Journey Mapping, Sketch, Bootstrap, InVision, Data Visualizations, Art Direction

Recent Freelance Work

2020-2022 – UX/UI Designer
FINRA

2018 – UX/UI Designer
WiseMolar

2017– UI Designer
District of Columbia Mayor’s Office

2017– UI Consultant
DubLabs LLC

2017– UI Consultant
Sestra Systems