



Jacqueline Arce

New York, NY
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jacquelinearce.com

EDUCATION

BFA Experience Design

Northeastern University

SKILLS

Software & Languages

Figma, Sketch, Adobe CC,
Abstract, Balsamiq, Zeplin,
Sublime, HTML, CSS

Design Process

UX design, UI design,
strategy, user research,
Agile/scrum, usability testing,
UX research, wireframing,
prototyping, design systems

Senior Product Design Consultant I UDig • Remote

Sept 2022 - Present

Collaborates with a diverse portfolio of clients to build responsive, digital solutions that address their specific challenges. Employs user research techniques and strategic analysis of business needs to ensure successful, empathetic, and scalable designs. Actively participates in pre-project planning and estimation, manages client relations, and oversees end-to-end project execution.

- *Employee Recognition App*: An internal tool for a rural lifestyle retailer's 50,000+ team members to view their impact on their store's performance and be recognized for their personal achievements
 - Synthesized business requirements to develop an easily accessible method for team members to track and visualize their contributions as they directly correlate to the store's overall performance
 - Managed the end-to-end design process for the entire app, from initial wireframes to final designs, incorporating revisions based on launch feedback
 - Launched to 30 stores to date; full rollout in June 2024 with implementation in 2,000+ total stores nationwide
- *Allianz Advantage*: A platform for prospective and current partners to access sales resources, a schedule for upcoming trainings and seminars, and partner news
 - Led the entire project lifecycle, encompassing stakeholder discussions for requirements gathering, user research, design development, and handoff to the engineering team
 - Conducted user research with 20 partners and sales team members

UX/UI Designer CustomMade, Inc. • MA

Jan 2019 - Sept 2022

Revitalized outdated interfaces and developed new UI grounded in user research to enhance usability and boost the website's conversion rates. Provided creative direction for both digital and tactile projects, overseeing initiatives such as the company rebrand, reinvention of the company's social media image, and product packaging. Doubled overall qualified lead volume with creation of a lead generation form and onboarding experience for users.

Product Designer & Cofounder Laser Love • MA

Sept 2018 - Jul 2019

Partner and designer in laser cut goods microbusiness that sold exclusively at makers' markets. Shaped the company's identity and built out the brand strategy. Tracked market trends to inform product development and constructed the digital models of each item for production.

Graphic Designer GBH • MA

Jul - Dec 2017

Collaborated with various departments and television programs across the organization to create print and digital assets for on site events, program premieres, and other miscellaneous promotional campaigns. Managed and maintained a portfolio of assets for department use and saw to all image reworking and other Photoshop tasks.

