

Chandlyr Jackson

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Experience

User Experience Design Lead, Nova LLC

August 2022—Present

- Responsible for leading a small team of designers and managing the complexities of project requirements, user needs and client needs
- Flexed between designing for mobile, web and embedded interfaces
- Shaped the UX & UI discipline, standardized processes and guided junior designers through industry standards and best practices
- Led the process of revamping the Nova website, as well as leading the visual strategy for email and social media marketing

User Experience Design Lead, Loft LLC

January—August 2022

- Worked across industries including Life Sciences, Home Insurance, Women's Health and Finance at early stages of concept development
- Led my team through a transition from Adobe XD to Figma, optimizing workflows and elevating collaboration amongst the team and clients

Freelance Visual Designer

December 2018—Present

- Founded an independent practice, crafting brand identities, digital experiences and print collateral for small business owners

Founder & Creative Director, Freckled Fuchsia

December 2018—December 2021

- Crafted the brand identity for Freckled Fuchsia, and created brand materials and content to support both digital and print platforms
- Grew and nurtured a collective of brand partnerships, and 100+ retail relationships throughout the US & Canada
- Managed inventory across multiple platforms to fulfill both DTC and wholesale accounts
- Created original artwork designed for scaled production
- Organically grew an Instagram following of 26.7K and over 2k email subscribers

User Experience Designer, Loft LLC

August 2016—December 2018

- Responsible for distilling and visualizing research data into clear, digestible reports and presentations
- Executed digital designs and prototypes for an array of life sciences and health tech products, keeping the end user and the digital interface at the top of mind
- Performed multiple formative and summative research studies across the Northeast, Mid-west and Southern regions of the US

Product Design Intern, Hasbro

August—December 2015

Product Design Intern, Eleven LLC

January—April 2015

Education

Bachelor of Science, Industrial Design

Wentworth Institute of Technology
Study abroad—Berlin, Germany
Class of 2016

Mentorship

AIGA Mentor, Boston

Spring 2023—Present

Student Portfolio & Senior Thesis Critiques

Wentworth Institute of Technology
2017—Present

Awards, Talks & Workshops

Good Design® Award Recipient

Radish, Packaging Design—Fall 2023

Guest Speaker on UX Processes

Massachusetts Institute of Technology, Integrated Design & Management Masters Program—Spring 2023

Panel Discussion Facilitator

Outsiders on the Inside—Virtual, Spring 2023

I led an hour-long conversation with 4 product design leaders from around the country. 100 attendees.

Block Printing Workshops

Brooks Running—In person, Fall 2021
Apartment Therapy—Virtual, Summer 2020

Skills

Areas of Expertise

Brand Identity Design, Brand Storytelling, Creative Direction, Clickable Prototyping, Data Synthesis & Visualization, Persona Development, Systems Thinking, UI Design, User Research, UX Design, Workshop Facilitation

Programs

Adobe CC Illustrator, Photoshop, Indesign, After Effects, Asana, Figma, Google Suite, Jira, Maze, Microsoft Office, Miro, Sketch, Slack, Squarespace, Shopify, Zeplin