Lucy (Darby) Jackson

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Lead Product Designer

For the past 10 years, I've led cross-functional teams through human-centered design methodologies to deliver strategic design solutions. My expertise focuses on amplifying the relationship between brand, product and customer experience design.

Professional Experience

- **Senior UX Designer** at **Indeed, Inc** (2021-present)
  - Partnered with product management, engineering, research and content designers to help our team deliver better job recommendations for job seekers.
  - Synthesized qualitative and quantitative data gathered through user research, and product requirements to design holistic, complex experiences ranging across the Indeed platform.
  - Lead design co-creation workshops to align stakeholders across multiple internal teams focused on recommendations
- **Senior UX Designer** at **Pacific Life Insurance Company** (2020-2021)
  - Led UX design strategy for end-to-end customer lifecycle improvement initiatives
  - Facilitated insight workshops with cross-functional teams to identify business gaps and opportunities
  - Led UX/UI design team for an accelerated underwriting MVP product release, including customer journey mapping, feature prioritization, information architecture, wire framing, and prototyping
  - Established the foundation for an enterprise-wide design system, with a focus on brand articulation and UI component documentation process
- **Senior Interaction Designer** at **Shift Paradigm** (formerly Trendline Interactive LLC) (2017 - 2020)
  - UX/UI for marketing website and promotional landing pages, including user flows, information architecture and content strategy
  - Designed data-driven email marketing campaigns for national clients (including AARP, Banfield Pet Hospital, Atlassian and LinkedIn)
  - Created and managed brand design system, led competitive analysis research, and partnership marketing initiatives
  - Designed and implemented end-to-end digital marketing campaigns, including social media promotions, Google ads, case study development, and landing page design
- **Design Strategist / Owner** at **Darby Design Co.** (2012-present)
  - Developed brand strategy, visual identity design (incl. logo development), brand positioning, and content strategy for local businesses and non-profit organizations
  - Designed UX/UI for over 20 custom website designs by collaborating with engineering, marketing and sales teams
  - Created a custom 10-week UX/UI bootcamp curriculum for Learning Fuze LLC

Relevant Skills & Software

Figma, Adobe Creative Suite (Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign) Mural, Microsoft Teams, Zoom, Slack, Agile Methodologies, Google Workspace, Atlassian Products (Jira), Workday, Asana