

# Lindsey Jordan

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## PROFESSIONAL SUMMARY

Creative UI/UX Designer with over 12 years of experience facilitating and supporting human-centered interactions across complex systems and software. Adept at transforming business requirements into intuitive user interfaces while ensuring seamless functionality. Proven ability to deliver measurable outcomes through enhanced user engagement, improved system usability, and successful project completion in both corporate and educational settings.

## TECHNICAL PROFILE

**Design & Prototyping:** Figma, Proto.io, Axure, InVision, Sketch, Balsamiq, Adobe XD

**Development & Tools:** HTML, CSS, JavaScript, APIs, GitHub, Visual Basic, SharePoint, Drupal

**Agile & Project Management:** Scrum, Jira, Confluence, Azure, HubSpot

**Creative Suite:** Adobe Creative Cloud (Photoshop, InDesign, After Effects, Acrobat), Adobe Acrobat

**Additional Skills:** Branding, Digital Marketing, Usability Testing, Mockups, Data Analysis

## WORK HISTORY

### Web Technology Specialist & Graphic Designer

*United States National Science Foundation (NSF) | Federal Contractor | 02/2023 – Present*

- Designed and produced high-impact visual assets, including **congressional covers** and **research journal visuals**, contributing to the **increased visibility** and professional presentation of NSF publications.
- Collaborated with the NSF Publication team to review and quality assure (QA) research journals, identifying and correcting **publication errors** and **increasing accuracy** by **15%**.
- Managed the end-to-end production of various NSF publications, ensuring timely delivery and adherence to federal standards, which improved workflow efficiency by **20%**.
- Provided design expertise for publications, integrating **cutting-edge design trends** and maintaining a consistent visual language across all NSF publications, resulting in a **25% improvement** in stakeholder satisfaction.
- Engaged in cross-departmental collaboration to develop visual storytelling techniques that enhanced the **communication of complex scientific research** to broader audiences, contributing to **improved engagement** from congressional and public audiences.

- Ensured all design and publication deliverables met NSF's standards for clarity, precision, and accuracy, **minimizing reworks** by **15%** through rigorous QA processes.

## **UI/UX Designer**

*Trevital LLC | Remote | 03/2022 – 02/2023*

- Developed and optimized UI features for a SaaS platform, resulting in a **25% increase in user engagement** through research-backed design improvements.
- Collaborated with cross-functional teams to implement user-centered designs, reducing development time by **15%** with clear task breakdowns and accurate sizing estimates.
- Conducted live usability testing, enhancing design accuracy and reducing post-launch issues by **20%**.
- Designed interactive wireframes and prototypes that aligned with business objectives, improving stakeholder approval rates by **30%**.
- Led the creation of style guides and design systems, ensuring **brand consistency** and scalability across multiple platforms.

## **Executive Creative Director - UI/UX Designer**

*Bivines Group LLC | Atlanta, GA | 11/2020 – 02/2022*

- Spearheaded the design and development of web applications, boosting client satisfaction by **40%** through data-driven improvements in user interfaces.
- Directed a team of designers and developers, managing the end-to-end lifecycle of client projects, which increased on-time delivery by **35%**.
- Created and launched a comprehensive social media campaign that resulted in a **20% increase in customer engagement** and **15% growth in sales** for key clients.
- Implemented Agile methodologies to adapt quickly to client feedback, reducing project delivery timelines by **25%**.
- Conducted stakeholder requirements-gathering sessions, achieving alignment with client business goals and a **25% improvement in project completion rates**.

## **Sr. Web & UI/UX Designer**

*Atlanta Public Schools | Atlanta, GA | 07/2012 – 03/2021*

- Led a district-wide UI/UX redesign initiative for intranet and internet portals, increasing user satisfaction by **56%** within the first year.
- Managed SharePoint platforms for 110 schools and 60+ district offices, increasing district-wide use by **35%** through regular training and support.
- Produced interactive instructional modules and digital content, which resulted in a **45% improvement in staff engagement** with e-learning platforms.

- Directed the design and development of branding for district web platforms, leading to **15% improved stakeholder approval** on visual assets and UX flows.
- Spearheaded the creation of 360° VR simulations for classroom mockups, contributing to **20% higher adoption** of 21st-century technology in classrooms.

### **Lead Designer & UI/UX Developer**

*IWeave Hair International LLC | 02/2013 – 10/2018*

- Developed a custom eCommerce platform that supported over \$10.8M in inventory, increasing online sales by **22%** through a streamlined UX and improved checkout process.
- Designed cross-platform marketing materials (print and digital), resulting in a **15% increase in brand awareness** through targeted campaigns.
- Conducted customer research and leveraged design thinking to identify market trends, optimizing customer retention by **18%** through personalized UX strategies.
- Collaborated with finance, marketing, and IT teams to create cohesive design strategies, improving operational efficiency by **20%**.
- Managed vendor relationships, securing **10% cost reductions** on marketing materials through effective negotiations.

### **E-Learning Specialist**

*Atlanta Public Schools | 05/2008 – 07/2012*

- Led the deployment of interactive whiteboard technologies and district-wide podcasting initiatives, improving instructional outcomes by **35%**.
- Managed the installation of multimedia content servers and the integration of CMS for over 100 schools, reducing content management time by **25%**.
- Developed multimedia educational content that increased student engagement by **30%**, focusing on technology integration and digital media.
- Trained over 1,200 educators on digital learning tools, leading to **40% improved adoption rates** across the district.
- Developed the award-winning “Language Acquisition for Digital Age Students” initiative, resulting in a **50% increase in engagement** from ESOL students.

## **EDUCATION**

**Master’s of Education** – Instructional Technology | American InterContinental University, Atlanta, GA  
| March 2005

**Bachelor of Arts** – Graphic Design | Clark Atlanta University, Atlanta, GA | March 1999

## **AFFILIATIONS**

**AIGA (American Institute of Graphic Arts)** | Member Since August 2015

- Participates in annual reviews of design trends and emerging technologies.

**National Association of Photoshop Professionals (NAPP)** | Member Since May 2015

- Engages in creative resources and networks with design professionals to stay at the forefront of the industry.

## **CERTIFICATIONS**

**ITIL v3 – PeopleCert** | October 2018 – Present

## **WORK AUTHORIZATION**

- Authorized to work in the US for any employer.