

JOCELYN BUCKLEY

UX DESIGNER

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SKILLS

User research
Competitive analysis
Comparative analysis
Heuristic evaluation
Sketching
User journey mapping
Information architecture
Usability testing
Case documentation
Persona defining
Teamwork
Time management

SOFTWARE

Figma
Sketch
InVision
Zendesk
WebFlow
Qualtrics
Miro
Tableau
Hot Jar
Adobe Photoshop
InDesign
Miro
Jiro

EDUCATION

B.S., Consumer Behavior and Marketing

Tulane University
New Orleans, LA, 2006 – 2010
Coursework: Statistics & Survey Design

General Assembly

User Experience Program
New York, NY, 2017

You Are Techy Program

User Experience Design Mentorship
Remote, NY, 2022

WORK EXPERIENCE

Freelance UX Designer/Web Designer, New York City | Jan 2022 - Present

- Guided clients through design process while developing end to end product experience by understanding and defining product goals, identifying opportunities, and making recommendations based on the impact to internal and external users
- Conducted preliminary and ongoing research including customer discovery, usability testing, A/B testing, and established success metrics to measure site performance
- Analyzed results from user testing and ensured the results validated design hypotheses with users, effectively communicated concepts, and created low/high fidelity prototypes and educated stakeholders while advocating for end user
- Collaborated with diverse teams to execute client designs, from inhouse developers to freelance graphic designers, to CEOs and VPs in order to launch final deliverables

Trade Assistant

Davidson Kempner Capital Management, New York City | 2016 - 2021

- Developed presentations for firm wide updates and annual town halls, with audience of over 450 attendees including top tier investors for the 38B hedge fund
- Selected to be a member of the User Experience Working Group Committee, to promote firm wide new tech adoption by over a 30% increase through providing audience specific education, assistance, and regular meetings
- Conducted ongoing research for UXWG to optimize adoption for new technologies and identified and reported any obstacles in the rollout process

Customer Experience Manager and Branding Coordinator

Tommy John, New York City | 2013 - 2015

- Partnered with engineers, UX designers, strategists, art directors and copy writers in comprehensive rebranding process from conception to launch for all digital assets
- Conducted end to end design process on projects for interaction and visual design artifacts, including providing detailed mock-ups, user flows and prototype testing
- Directly supported Director of Brand during rebrand and played key role by providing consistent status updates for internal departments and external partners
- Developed Customer Experience Department from ground up as 4th hire in Tommy John's early stages, and oversaw Customer Experience Department growth from 350k in sales to 3M

Customer Insights Sr. Associate

Rent the Runway, New York City | 2011 - 2013

- Gave and solicited feedback for a new service feature, At Home Try On Parties, that paved the way for a need for retail establishments (now over 12 retail locations)
- Communicated key insights to Data Analytics, Marketing and Web Dev team to improve customer experience, including conduct A/B Usability reporting
- Assisted in development of survey for targeted promotional efforts, leading to 25% increase in customer satisfaction and improved Net Promoter Score