

# JASMINE FEARS

Senior UX Designer

## WORK

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### Senior UX Designer

**Amazon Web Services, Service Catalog** (Nov 2021–Present)

- Lead Service Catalog UX design, addressing infrastructure as code management challenges, collaborating cross-functionally from concept to launch.
- Own end-to-end CX for product and feature design, backed by data-driven decisions communicated through maps, wireframes, mocks, and prototypes.
- Facilitate strategic decision-making through cross-discipline sessions, managing UX workload independently with a focus on high design standards.
- Provide training, mentorship, and participate in hiring decisions as a calibrated UX Design Interviewer, representing Cloudscape design system in central UX Design reviews.

### UX Designer

**Amazon Web Services, Service Catalog** (Aug 2018–Nov 2021)

- Worked with AWS design patterns, components, and standards, and engaged in UX discussions with product management, engineering, and UX team.
- Communicated design choices via user flows, wireframes, design mock-ups, and prototypes, leveraging both qualitative and quantitative data throughout the entire process from ideation to feature delivery.
- Guided the redesign and migration of 128 console pages to the Cloudscape design system.

### UX Designer

**Smashing Ideas** (Sep 2016–Aug 2018)

- Collaborated with clients and cross-functional teams to gather requirements and design compelling user experiences.
- Conducted user research, creating empathy-building artifacts.
- Contributed to strategic product decision-making through ideation.
- Led client workshops, presentations, and collaborative work sessions.

### Senior Designer

**Smashing Ideas** (Sep 2015–Sep 2016)

- Created UI and visual design for diverse products (voice UI, connected devices, mobile apps, simulation training software, and websites).
- Developed information architecture and interaction design for websites, CMS, and mobile apps.

### Designer

**Smashing Ideas** (Apr 2012–Sep 2015)

- Designed and implemented a modular design system for 100+ Drupal instances and 30+ themes.
- Partnered with development team to evaluate and produce technical solutions.

### Graphic & Web Designer

**Rusty George Creative** (Apr 2010–Dec 2011)

- Branding for print and digital.
- Concept design and production for advertising.
- End-to-end website development.
- Motion and UI design for interactive multimedia.

## CONTACT

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206.992.9846

## SKILLS

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- Human-centric design philosophy
- Lean UX and design best practices
- Agile methodology
- Requirement gathering and feature definition
- Connected device experiences
- Mobile application design
- Personas, archetypes, journey mapping
- User flow & UI design
- Atomic design
- Wireframing & Prototyping
- Adaptive/responsive web design
- Digital design language systems

## EDUCATION

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**Seattle Central Community College**

Certificate Program:  
Web Design

**Shoreline Community College**

AAAS Visual Communications &  
Technology: Graphic Design

**The Evergreen State College**

Liberal Arts