Jessica Peterson-Rangel

SENIOR UX DESIGNER & MULTIDISCIPLINARY CREATIVE

Professional Summary

Designer and creative problem-solver with 13 years of experience connecting audience needs, business goals, and visual communication. My background spans UX/UI design, digital strategy, and creative production, with hands-on experience taking projects from discovery and information architecture through high-fidelity design and implementation. I bring a broader understanding of the marketing ecosystem to my work, creating thoughtful digital experiences that are both useful and visually compelling.

Work Experience

JULY 2024 – NOVEMBER 2026 • INTEGRITY WEB CONSULTING

UI/UX Design Lead

Owned UX/UI design for assigned digital projects, guiding work from discovery and stakeholder interviews through information architecture, wireframes, high-fidelity design, and implementation.

Evaluated existing websites, analytics, audience needs, and business objectives to identify usability challenges and recommend improvements.

Presented design recommendations to clients and stakeholders, explaining decisions and aligning solutions with project goals, budgets, and technical requirements.

Developed reusable interface components, page templates, and content structures to support consistent experiences across complex websites.

Collaborated with developers, strategists, and external partners to coordinate implementation, resolve design challenges, and support quality assurance.

Contributed to project scoping, estimates, and design timelines while applying WCAG guidelines to inform accessible, usable interfaces.

DECEMBER 2023 – JULY 2024 • INTEGRITY WEB CONSULTING

UI/UX Design Consultant

Delivered UX/UI and visual design solutions for assigned website projects, from information architecture and wireframes through high-fidelity interfaces.

Collaborated with internal teams on design strategy, implementation requirements, and client feedback.

MAY 2021 – JULY 2023 • GOBRANDGO!

User Experience Designer

Owned UX design for assigned website projects at a marketing agency specializing in manufacturing and industrial clients.

Developed information architecture, wireframes, and responsive interfaces that organized complex products, services, and technical content into intuitive digital experiences.

Collaborated with clients, strategists, and developers to translate business and marketing objectives into practical design solutions.

Contributed to project planning, estimates, and scoping to align design recommendations with available resources and implementation requirements.

Contact

815-243-0284

xjessicapetersonx@gmail.com

jessmakescreative.work

Alton, IL

Expertise

UX/UI Design
Information Architecture
User Research & Discovery
Wireframing & Prototyping
Visual Design & Art Direction
Responsive Web Design
Digital Strategy
Analytics & Optimization
Motion Graphics & Video

Tools & Platforms

Design & Prototyping

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom

Motion & Interactive Media

Adobe After Effects, Adobe Premiere Pro, Lottie Animations

Web & Development

WordPress, Visual Page Builders (DIVI, Elementor, Webflow, etc.), HTML/CSS

Analytics, SEO & Reporting

Google Analytics 4, Google Tag Manager, Google Search Console, SemRush, RankIQ, Microsoft Power BI

Education

Rock Valley College
Associate of Applied Science in Graphic Arts Technology.
2011–2013

ICAgile
Agile Marketing Certificate
2020

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Work Experience, Continued

OCTOBER 2019 – MAY 2021 • MAKINGCHIPS

Agency Director

Directed creative strategy and production for an agency specializing in manufacturing and industrial marketing.

Guided branding, website development, digital campaigns, and integrated marketing initiatives from concept through delivery.

Coordinated creative teams, project scopes, timelines, and resources while collaborating with clients and internal stakeholders.

Introduced Agile workflows and improved internal processes to support project planning and creative production.

JULY 2019 – OCTOBER 2019 • MAKINGCHIPS

Senior Digital Designer

Developed digital concepts, website designs, and creative assets supporting integrated marketing campaigns.

Translated client objectives into cohesive digital design solutions.

JULY 2016 – AUGUST 2019 • AUDENTIO LLC

Media Director

Designed and developed websites and digital experiences, combining visual design with front-end implementation.

Produced multimedia content, including motion graphics, video, and branded digital assets.

Maintained brand consistency across digital platforms and identified opportunities to improve website usability and performance.

JUNE 2014 – MAY 2016 • GREENLEE TEXTRON

Graphic Designer

Designed print and digital marketing materials, including product launch campaigns, trade show graphics, and sales collateral.

Collaborated with internal teams on branded communications, video production, and motion graphics.

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