Jess Daiger

Sr. Product Designer, runner and animal enthusiast

1.206.650.4802
hello@jessdaiger.com

EXPERIENCE

Fuzzy pet health, Remote — *Sr. Product Designer*

FEB 2022 - PRESENT

Innovated an antiquated system for obtaining medications for pets to allow customers to purchase a brand new prescription asynchronous. Created the vision for a new lane for the Fuzzy pet app; Wellness. Built a research repository for Fuzzy and have led research as a discipline.

REI, Kent, WA/Remote — *Sr. UX Designer*

SEP 2019 - FEB 2022

Led the omni-channel Curbside pickup project for web. Facilitated design sprints and workshops to align stakeholders, get in the users mindset and create actionable designs to test and iterate on. Created visiontypes for omnichannel shopping. Conducting Benchmark series usability tests on REI.com.

Brooks Running, Seattle, WA — *UX Designer*

MAR 2015 - AUG 2019

At Brooks I started on the design team working on print and web assets, art directing small campaigns and web takeovers. I moved into a UX role after 4 months as their first UX designer and worked on customer service oriented products as well as the Shoe Finder and Bra Finder projects.

EDUCATION

SCCA, Seattle, WA — *Design*

SEP 2012 - MAY 2014

UX design, design thinking, HTML & CSS, print design, art history

University of Washington, Seattle, WA — *BA Geography*

SEP 2003 - MAY 2008

Studied GIS (geographic information systems), psychology as well as ran x-Country and Track for the UW

SKILLS

User research

Qualitative testing

Workshop creation and facilitation

UI design and iterations

User flows and prototypes

Product strategy and visioning

Responsive web design

iOS & Android design

WCAG Compliance

WORK PRINCIPLES

Product led model
Start from a place of respect
Collaboration is key
Customer is at the center
Accessibility for all

AWARDS

REI Anderson award nominee – 2020
REI Innovation days winner - Gear closet 2021

TOOLS

Figma, Sketch, Adobe suite, Usertesting.com, UserzoomGo