

JASMINE RAE FRIEDRICH

Multitalented accessibility, product and UX designer. CPACC. They/them or she/her.

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COUNTRY OF CITIZENSHIP	United States of America	AVAILABILITY	Permanent, Temporary
VETERAN'S PREFERENCE	No		Full Time
HIGHEST GRADE	None	DESIRED LOCATIONS	Any, Remote

WORK EXPERIENCE

CVS / AETNA

Senior Accessibility Designer

Remote

March 2022–November 2022

Full Time, Contract

- Supported Attain, Aetna's fitness and health app for iOS and Android with Apple Watch and FitBit integration.
- Provided accessibility and usability guidance throughout the design process and annotations at handoff.
- Triaged and solved defects with accessibility engineering.
- Identified inclusion and a11y shortcomings and developed novel feature candidates for improvement
- Collaborated with accessibility design team colleagues on internal company-wide best practices and documentation, including an initiative surrounding sexual orientation and gender identity.

ACCELA

UX Designer → Senior Product Designer

San Ramon, Ca; San Francisco, Ca

September 2015–March 2022

Full Time

- Lead product and interaction design for Accela's first updated cross platform mobile app, a complex and configurable productivity tool for civic agencies, a robust back office enterprise application, and a public-facing agency website builder.
- Untangled elaborate information and workflow structures into understandable architectures and hierarchies.
- Established a WCAG-compliant mobile pattern library for future platform projects and expands the desktop pattern library.
- Maintained and iterated working design system in Sketch and PrimeNG with design technologist.
- Documented design system with example components and thorough guidelines.
- Designed a custom typeface, accessible color ramp system, and 700+ icons for internal use.
- Built paper prototypes, clickable prototypes and storyboards for user testing.
- Ran discovery sessions, usability tests and participatory design workshops along with the design researcher, and participated in ride-along observational research.

- Worked with project management, developers and QA to see designs from start to finish, delivering wireframes, mockups, animations, assets and documentation.
- Collaborated with design research & strategy and QA to define best-practice review and testing processes.
- Helped shape an end-to-end agile sprint cadence and documented test findings for socialization with other teams.
- Contributed to cross-team design initiatives, including branding projects, workflow and persona studies, map designs, iconography designs, and peer critique sessions.
- Audited legacy software for accessibility issues and delivered solutions for ADA and Section 508 compliance.

BLASEBALL CARES

Staff, Designer, Project Lead

September 2020–Present

5–20 Hours / Week; Volunteer

- Individually developed over 200 pieces of merchandise for a non-profit based on The Game Band's game Blaseball (with their blessing).
- Coordinated the large-scale projects within our artist community, including four decks of Tlopps Blaseball Cards, a print zine called Vlogue, a full size hardcover in-fiction cookbook and home and away jerseys for each of 24+ teams.
- Designed promotional materials for store front and social media.
- Raised over \$90K for charity in our first year of operation.

CHOOSE ENERGY

Visual/UX Designer

San Francisco, Ca

April 2015–September 2015

Full Time

- Led visual design on the UX team for the energy shopping experience.
- Built storyboards, wireframes, clickable prototypes and slide decks for design workshops, critiques and investor presentations.
- Delivered iconography and branding kits and collaborated with design technologists to implement them with WCAG compliance.
- Designed a trustworthy and cheerful marketing voice for the company with the content team, and created illustrations and infographics for the site and publications, along with defining stock photography goals and sourcing images.
- Mentored a summer intern in visual and interface design.

GRANICUS

Staff Designer

San Francisco, Ca

October 2014–April 2015

Full Time

- Worked on the product team to iteratively research, design, test and develop for a suite of applications in the civic and government space.
- Built cross platform UI, reporting, iconography and branding kits.
- Designed infographics and templates for internal use.
- Took on feature requests from specific government agencies.

INSTACART

Shopper; Shopper Support

San Francisco, Ca

July 2014–October 2014

~30 Hours / Week

- Ran support for Instacart's Bay Area shopper fleet part-time.
- Got in touch with my inner people-person and organized all the things.
- Worked as a early shopper in San Francisco and East Bay regions.

THRESHOLD

Designer

San Francisco, Ca

October 2013–March 2014

Full Time; Contract-to-Hire

- Led identity, visuals and UI/UX for responsive web and mobile for a startup in the crowdfunding and innovation space.
- Collaborated on high level product.

CARBON

Designer

Palo Alto, Ca

September 2012–May 2013

Full Time; Contract-to-Hire

- Led identity, visuals and UI/UX for responsive web and mobile for a startup in the knowledge and education space.
- Collaborated on high level product.

PUBLIC GLASS

Media & Creative Consultant

San Francisco, Ca

June 2012–June 2013

~15 Hours / Week; Volunteer

- Designed promotion and identity materials.
- Assisted with administrative tasks and in teaching courses in glass art.
- Organized other volunteers, ran point-of-sale and photographed artists at events.

GREENLEAF BOOK GROUP

Graphic Design Intern

Austin, Tx

January 2012–May 2012

~20 Hours / Week

- Took on client work from designing ARC covers and marketing materials to inputting corrections to preflighting files for press.

LANDES BIOSCIENCE

Publishing Intern

Austin, Tx

September 2011–December 2011

~30 Hours / Week

- Prepared scientific papers and figures for print and web publication.

JASMINE RAE FRIEDRICH

Freelance Designer

September 2011–December 2011

- Developed branding, UI/UX and collateral for clients of all sorts, including budding startups, overworked creative agencies and individuals.
- Designed immersive experiences for live audiences, including physical assets for games and narratives.

EDUCATION

CARNEGIE MELLON UNIVERSITY

Bachelor of Arts in Linguistics

Pittsburgh, Pa

Class of 2011

Full Time

- Thesis: “The Linguistic Impact of Brand Creation and Lexicalization”.
- Minor in Communication Design.
- Board member, techie, and actress for Scotch’n’Soda Theatre.
- Founder and member of several more of CMU’s student organizations.
- Led recitation for an introductory linguistics lecture, held office hours and graded student work for three semesters.
- Taught labs on Adobe InDesign for a publishing course in the business school.

SHANGHAI INTERNATIONAL STUDIES UNIVERSITY / 上海外国大学

Study Abroad Student

Shanghai, China

Summer of 2009

- Semester abroad for intensive Chinese language and culture studies.
- Got lost on the metro, did tai ji with elderly in the park and ate many dumplings.

SKILLS

VISUAL

Typography, Composition; Color Theory, Color Correction, Color Reproduction, Preflight & Prepress; (Event) Photography, Photo Editing.

EXPERIENTIAL

Sketching, Storyboarding, Wireframing, Prototyping; Experience Mapping, User Research; Universal Design, Accessibility [a11y]; Responsive Design, Design for Touch; Design QA.

COLLABORATIVE

Art Direction; Cat Herding; Co-working; Critique; Documentation; Facilitation; Inclusion; Organization; Project Management.

TECHNICAL

Figma, Sketch, Abstract, InVision, Glyphs; InDesign, Illustrator, Photoshop, XD; AirTable; JAWS; Basic HTML & CSS; Googling things.

MATERIAL

Calligraphy, Letterpress, Bookbinding; Crafting; Embroidery; Glass Art.

LEXICAL

Pragmatics, Semantics, Syntax, Morphology; Phonetics, Phonology; International Phonetic Alphabet; Internationalization [I18n]; Spanish, Mandarin; Japanese, Latin.

MISC.

Beekeeping; Baking, Canning, Preserving; Self-Defense; Storytelling, Stagecraft, Improv; Dice Rolling, Game Design; Teaching; Tetris.

ADDITIONAL DETAILS

CERTIFIED PROFESSIONAL IN ACCESSIBILITY CORE COMPETENCIES

Certified with the International Association of Accessibility Professionals
February 2020

INTERNET FREEDOM FESTIVAL

Speaker

Valencia, Spain

March 2017

- Led a small lecture / discussion combination session on accessibility, usability and universal design.
- Took office hours at the conference's UX Design Desk.

ACCELA HACKATHON

Category Winner, Overall Winner

San Ramon, Ca

May 2016

- Worked with a UX researcher to design a new incentive for people to sign up for CivicID and CivicPay, existing Accela services.
- Showed a clickable prototype and won in the category of "Best New Offering", as well as the overall prize.

GENERAL ASSEMBLY

Alumna

San Francisco, Ca

May 2015–August 2015

- Joined the summer 2015 cohort for an 10-week session on front-end development.
- Later served a term on the alumni board, organizing events and helping students.