



HI! MY NAME IS JASMINE RAE FRIEDRICH

Multitalented accessibility, product and UX designer working out of beautiful-but-not-sunny Portland, Oregon. Highly organized, tech-savvy, mildly pedantic and extremely literate. Passionate about user experience, accessibility, ethics, inclusion, empathy, teaching, learning, research-driven design and design systems. Dips into conversations about internationalization, security, design ops and content standards. Certified Professional in Accessibility Core Competencies (CPACC) with the International Association of Accessibility Professionals (IAAC). Got a degree in linguistics; is surprised about how useful that turned out to be ten years later. They/them or she/her.

EXPERTISE

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.

Manager and colleague references available. Video introductions to two cats and a corgi also available.

SENIOR ACCESSIBILITY DESIGNER @ CVS / AETNA

Spring-Fall 2022 · Remote · Supported Attain, Aetna's wearable fitness app. Provided accessibility and usability guidance throughout the design process and annotations at handoff. Triageed and solved defects with engineering. Identified inclusion and a11y shortcomings and developed novel feature candidates for improvement.

UX DESIGNER → SENIOR PRODUCT DESIGNER @ ACCELA

Fall 2015-Spring 2022 · San Ramon · Led design for a cross-platform mobile app, a robust enterprise application, and a website builder. Established a mobile pattern library and matured the desktop library, including a new accessible color ramp systems and 700+ custom icons. Maintained a working design system in Sketch and PrimeNG with design technologist, documented with examples and thorough usage guidelines. Worked with PMs, developers and QA to see designs from start to finish. Audited legacy software for accessibility issues. Delivered solutions for ADA and Section 508 compliance.

STAFF, DESIGNER, PROJECT MGR @ BLASEBALL CARES

Fall 2020-Present · Individually developed over 200 merchandise designs for a non-profit based on Blaseball. Directed and managed large-scale projects within our artist community, raising over \$90K for charity in our first year of operation. Volunteer position.

DESIGNER @ CHOOSE ENERGY

Spring-Fall 2015 · San Francisco · Led visual design on the UX team for energy shopping experience. Built iconography and branding kits. Created illustrations and infographics for marketing.

DESIGNER @ GRANICUS

Fall 2014-Spring 2015 · San Francisco · Worked on the product team to research, design, and test a suite of applications in the civic and government space. Built UI, patterns, infographics and templates.

FREELANCE DESIGNER

Spring 2008-Present · Developed branding, UI/UX and collateral for budding startups, agencies, non-profits and individuals. Designed immersive experiences for live audiences.

CARNEGIE MELLON UNIVERSITY

Class of 2011 · Pittsburgh · BA Linguistics. Minor in Communication Design. Board member, techie, actress for Scotch'n'Soda Theatre.