

JACE GIFFORD

Lausanne, Switzerland

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www.linkedin.com/in/jacegifford/

UX DESIGNER

SKILLS

Research
Competitor Analysis
User Surveys
User Interviews
User Personas
Information Architecture
Wireframing
Prototyping
Usability Testing
Visual Design
Interaction Design
Copywriting
Basic HTML

TOOLS

Figma
Illustrator
Affinity Designer
InDesign
Photoshop
InVision
Wordpress

EDUCATION

UX Design Certificate,
CareerFoundry, Berlin,
Germany, 2021

B.A. - Art History,
Occidental College,
Los Angeles, California,
1993

LANGUAGES

French
German

UX Designer, entrepreneur, and former small business owner with a strong background in marketing. Experienced in creation, development, and implementation of custom user experiences. Created international business from the ground up through a successful user centered approach for both online and in person experiences.

EXPERIENCE

Fitted App, UI Case Study, CareerFoundry, Berlin — Sept-Oct 2021

- Designed and implemented UI for responsive fitness app, in intensive two month project. www.jacegifford.com/fitted-fitness-app/ .

CASCHE App, UX Case Study, CareerFoundry, Berlin — Jan-Aug 2021

- Designed responsive cashless payment app from scratch in eight months: concept creation, research, user interviews, personas, wireframing, prototyping, and testing. www.jacegifford.com/casche/ .

French App, UX Case Study, CareerFoundry, Berlin — Nov-Dec 2020

- Keeping to a fast, one month schedule, researched, interviewed, prototyped and did initial testing on mobile app for French vocabulary learners. www.jacegifford.com/french-vocabulary-app/ .

Founder, In Situ Travel LLC, USA & Europe — 2010-2020

- Created and launched international bicycle tour company on shoestring budget.
- Oversaw all elements of business: web design, SEO, marketing, brand development, customer satisfaction, advertising, graphic design, trip design, vendor relations, sales, and financial bookkeeping.

Backroads Travel, USA and Europe — 2006-2009

- Worked across multiple client-facing and people management roles.
- Researched, created and deployed multiple, custom travel itineraries to maximize users' experience on luxury bike tours.
- Continually revised and improved trip experiences based on customer surveys and staff feedback.
- Supervised and managed all travel and housing logistics for staff in company's European hub by developing user friendly systems that decreased errors and increased staff satisfaction.

UX DESIGNER

Owner, Jace Gifford Photography, San Francisco, CA — 2005-2006

- Professional photographer, specializing in editorial, sports, travel and product photography.

Marketing Manager and Marketing Coordinator, Gensler Architecture, San Francisco, CA — 2001-2005

- Managed and developed long- and short-term marketing goals and implementation models with two design studios for multi-million dollar projects.
- Created new, firm-wide marketing collateral and standards for future projects deployed across 26 offices worldwide.
- Provided graphic design support (both print and digital) for numerous architectural and interior design project teams.

Web Applications Trainer, Yodlee, Redwood Shores, CA — 2000

- Web applications instructor and key point of contact to partners' customer service representatives at financial institutions across the United States.