Lydia Jackson

UX · Research · Strategy
Lydiajackson003@gmail.com | **Portfolio**

Work Experience

GLADYS BOOK AND WINE BAR　　　　　　　　　　　　　　　　　　　　　　　*Brooklyn, NY*
UX Strategist, Content Experience Consultant　　　　　　　　　　　　　　　*June 2025-Sept 2025*

- **Designed a Shopify website template** with Emerson API integration **to manage 50+ book SKUs**, enabling scalable inventory updates and supporting e-commerce functionality.
- **Developed 5+ client UX strategy workshops** to clarify brand identity and content needs, **reducing decision-making ambiguity by 30%** and aligning stakeholders on UX priorities.
- Collaborated with developers to implement technical API integrations of 50+ SKUs that ensure cross-functional alignment and the successful launch of a functional shopping experience.
- Managed digital assets and site architecture to support consistent content updates across product categories, **improving content delivery efficiency by 25%**
- **Conducted product discovery and built a modular content system** by evaluating e-commerce platforms, API integrations, and third-party tools, defining a scalable Shopify **launch strategy across 4 product categories**, resulting in a successful launch.

TREE HAUS INTERIOR DESIGNS　　　　　　　　　　　　　　　　　　　　　　*Houston, TX*
UX/Design Research Strategist　　　　　　　　　　　　　　　　　　　　　*Jan 2024-Dec 2025*

- **Conducted user discovery and needs analysis for 10+ clients**, uncovering pain points and design goals to inform personalized services and improve client satisfaction.
- Built a Notion-based client management portal for tracking projects, feedback, and communication**, improving operational efficiency by 30%.**
- **Designed and prototyped** website UX flows, recommending APIs and third-party tools for scalability, **resulting in 100% successful launch.**
- **Created client surveys** and promotional materials to **standardize feedback, uncover insights**, and enhance brand clarity and engagement.

TROPICAL JAM　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Charlotte, NC*
UX Researcher, Brand Experience Strategist　　　　　　　　　　　　　　　　*Feb 2022-Aug 2023*

- **Applied mixed-methods** research, including surveys and focus groups, to inform end-to-end experience across packaging, digital touchpoints, and messaging, leveraging service design principles to create a cohesive customer journey.
- Designed aluminum beverage packaging and a responsive website, improving clarity and **reducing friction for users hesitant to adopt online ordering.**
- Built research-informed brand identity and digital experience, including social media campaigns and email newsletters, increasing audience engagement and product awareness.
- Translated user research into actionable design outcomes, guiding launch-ready product strategy, and enhancing the overall customer experience.

Projects

ROUX – MINDFUL EATING APP FOR NEURODIVERGENTS　　　　　　　　　　　　*June 2023-Dec 2024*
Mixed Method UX Researcher, UI/UX Designer, UX Strategist

- Built a mobile app supporting mindful eating for neurodivergent users, from ideation to launch.
- Conducted UX research and competitive analysis to identify product gaps and emotional friction points.
- Designed interface and interaction logic using Figma and Adobe Creative Cloud, applying accessibility and clarity principles.
- Created content strategy and UX copy to support decision-making, build trust, and validate product-market fit through usability testing

Education & Certifications

Prairie View A&M University　　　　　　　　　　　　　　　　　　　　　*Prairie View, TX*
B.A, Communications and Digital Media | Minor: Design and Innovation
Google
UX Design Professional Certificate

Key Skills

Research & Strategy: Qualitative Research, Mixed Methods Research, User Interviews, Usability Testing & Evaluation, Surveys, Contextual Inquiry, Ethnography, Research Planning & Documentation, Participant Recruitment, Research Synthesis, Affinity Mapping, Card Sorting, Heuristic, Wireframe, Prototyping, Basic SQL

Tools & Software : Notion · Airtable · Figma · FigJam · Adobe Creative Suite (InDesign, Photoshop, Illustrator) · Miro · Milanote · Google Workspace · Maze · Typeform · Whimsical · Stark · Dovetail · Qualtrics · Usertesting.Com · Generative AI (Claude Ai) · Microsoft Office Suite

Leadership Development

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT) | Career Prep Fellow & Recruiter
SIGMA GAMMA RHO SORORITY INC. - Delta Alpha Chapter | E-board chair of Fundraising & Engagement Strategy