

Lydia Jackson

UX · Research · Strategy

Education

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

Prairie View, TX

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, Insight Generation & Storytelling, Journey & Experience Mapping, Service Design, Problem Framing, Heuristic Evaluation, Friction Identification & Reduction, Stakeholder Alignment, Cross-Functional Collaboration, Wireframe Prototyping

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

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.
- 5+ client UX strategy workshops to clarify brand identity and content needs, reducing decision-making ambiguity by 30% and aligning stakeholders on UX priorities. While collaborating with developers to implement technical integrations 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% and built a modular content system and UX strategy framework that informed site structure and guided ongoing improvements across 4 product categories.

TROPICAL JAM

Charlotte, NC

UX Researcher, Experience Strategist

May 2024-Aug 2024

- 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. While translating user research into actionable design outcomes, guiding launch-ready product strategy, and enhancing the overall customer experience.

Projects

GRAMMARLY – PLUG IN

Sept 2025

Product Experience Strategy, UX Strategist

- Audited Grammarly's onboarding flow to identify friction points in user comprehension, emotional resonance, and layout logic.
- Mapped content hierarchy and interaction patterns to propose clarity-focused revisions that support neurodiverse users.
- Designed a restructured onboarding experience using Figma and Miro, emphasizing emotional intelligence, user agency, and scalable content logic.
- Developed a strategic framework for onboarding clarity that aligns with Grammarly's brand voice and product goals.

ROUX – MINDFUL EATING APP FOR NEURODIVERGENTS

June 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.

Leadership Development

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