

Lydia Jackson

Product Experience Strategist | UX Research

Lydiajackson003@gmail.com | [My Portfolio](#)

Education

Prairie View A&M University

Prairie View, TX

Double B.A, Communications and Digital Media (Graphic Design) | Minor: Entrepreneurship and Innovation

Certifications: Google - UX Design Professional Certificate

Key Skills

Tools & Platforms: Notion · Airtable · Figma · FigJam · Adobe Creative Suite (InDesign, Photoshop, Illustrator) · Miro · Milanote · Google Workspace · Digital Asset Management (DAM) · Maze · Typeform · Whimsical · Stark · Dovetail

Content Systems & UX Strategy: Structured editing flows · Content strategy · Information architecture · Friction mapping · Clarity design · Product experience strategy · Content audit · Accessibility standards · UX strategy

Research & Systems Thinking: Contextual analysis · Pattern recognition · Problem framing · Systems thinking · Emotional intelligence · User empathy · Stakeholder alignment · Usability testing · Cross-functional collaboration · User journey mapping

Experience

GLADYS BOOK AND WINE BAR

Brooklyn, NY

UX Strategist & Web Designer

June 2025-Sept 2025

- Designed a Shopify website template with Emerson API integration to support dynamic book inventory of 50+ book SKUs, and e-commerce functionality.
- Led 5+ client strategy sessions to clarify brand identity and content needs, navigating ambiguity and refining messaging direction
- Managed digital assets and layout logic to support scalable content updates across product categories.
- Collaborated with software developers to implement technical integrations, resulting in a functional shopping experience and successful cross-functional delivery.
- Built a modular content system across 4 product categories and delivered a foundational UX strategy that supported scalable updates and informed the final site architecture.

TROPICAL JAM

Charlotte, NC

Brand Experience & Content Strategist

May 2024-Aug 2024

- Led pre-launch strategy for startup, conducting 5 user interviews and 3 competitor audits to define audience and emotional tone.
- Built and established a cohesive brand identity across 6 asset types and designed a 5-page website to streamline the customer journey across 3 product categories.
- Designed a user-centered website using visual layout tools to streamline the customer journey and foster brand loyalty
- Crafted a distinct brand voice and developed pre-launch email and social media content of 15+ assets to build buzz and strengthen audience connection.

Independent Projects

GRAMMARLY – PLUG IN

Sept 2025

Product Experience 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 2023

Product Experience & UX Designer

- 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

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT) | Career Prep Fellow & Recruiter