

# Jessica Pugliese

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## Work History

### **Senior User Experience Designer** / Blue Cross and Blue Shield of RI, 2014-Present

Responsible for the creative design and development of interactive components and user-interfaces across desktop, tablet and mobile platforms.

Maintain, organize and lead the development, integration and consistency of content management and digital marketing campaigns.

Collaborate with the digital marketing team, web developers and business owners to develop functional, enhanced user experiences.

### **Senior Interactive Designer** / CVS/pharmacy, 2012-2014

Created, designed and managed the development of online promotional materials.

Provided support to Creative Manager, as well as collaborated with the CVS.com marketing and merchandising teams on new ideas and execution.

Created and managed the team's developments of highly innovative and effective online promotional materials that supported the goals of growing revenue, driving sales and margin.

### **Experience Designer** / Jessica Pugliese, LLC, 2001-Present

Create, manage and develop web, digital, and user experience design projects.

Manage client and contractor relations.

### **Website Coordinator and Designer** / Salve Regina University, 2008-2012

Provided creative talent and expertise to effectively communicate University brand and messaging.

Worked to improve content, organization and layout of University website, including graphic design production and development of style templates and page code.

Participated in team environment to develop and implement electronic communication policies and strategies.

### **Freelance Web and Graphic Designer** / CVS/pharmacy, 2007-2011

Provided support to Creative Director.

Created design concepts for upcoming website and email promotions.

Created CSS/HTML for new website templates and promotions.

## Education

### **University of Rhode Island**

B.A. English Language & Literature / B.A. Studio Art

### **Bentley University**

User Experience Certificate Candidate

## Creative Disciplines & Skillsets

Visual Design & Front-end Development

UX/UI Design & Prototyping (Axure, InVision, UXPin, Balsamiq)

Responsive/Mobile Design

Adobe CC (PhotoShop, Illustrator, InDesign, Fireworks, Dreamweaver +)

HTML5, CSS3

Working knowledge of Javascript/jQuery

Content Management Systems (Adobe Business Catalyst, Drupal, WordPress)