



# GANESSA PICKENS

UX Designer | Marketing & Business Strategy

## Professional Summary

UX Designer with 9+ years of professional experience in marketing, sales, and user-centric design. My background in analyzing user behavior and conducting 'Voice of Customer' research (VoC) allows me to bridge the gap between user needs and business goals. I leverage my expertise in full-cycle marketing campaigns and data analysis to design data-driven, high-conversion products. Now seeking to apply my formal UX training and B2B/B2C experience to a full-time product design role.

## Experience

### Lead UX Designer

PiggyBank (Contract) | April 2025 – August 2025

- Led the end-to-end design process for a new fintech mobile app, from initial concept to high-fidelity, developer-ready prototypes.
- Conducted generative user research, including 15 user interviews and 50+ surveys, to identify core user pain points and define product requirements.
- Created user flows, journey maps, wireframes, and interactive prototypes in Figma, iterating design solutions based on 3 rounds of usability testing.
- Developed the app's first design system and UI kit to ensure visual consistency and streamline development.
- Presented design solutions and research findings directly to the CEO and engineering lead, aligning product decisions with user feedback.

### Digital Marketing Manager

Clients: Outliers Consulting Solutions | 2019 - Present

- Analyzed user behavior data and campaign metrics (Google Analytics) to identify friction points in the customer journey, proposing website optimizations that improved engagement.
- Collaborated with diverse stakeholders to translate business objectives into user-centric digital strategies, ensuring alignment on project goals and KPIs.
- Conducted quantitative market and user research to understand consumer behaviors, identifying key opportunities for product and service improvements.

### Sales & Training Lead

DMC Atlanta, Atlanta | 2015 - 2019

- Mentored a team of 10+ professionals in qualitative data gathering, training them to identify and report critical customer pain points from the field.
- Conducted 100s of 'Voice of Customer' (VoC) discovery calls, synthesizing direct user feedback into actionable insights for the marketing and product teams.
- Designed and presented solutions to diverse stakeholders, translating complex product features into clear user benefits and business value.

### Graphic Designer & Marketing Specialist

Salut Kitchen Bar | 2012 - 2016

- Executed A/B tests on email campaigns and social content to optimize for user engagement, resulting in a 40% increase in customer interaction.
- Designed user-facing visual assets (menus, graphics, digital content) based on brand guidelines, ensuring a consistent user experience across web and print.
- Managed the restaurant's website (WordPress), performing content updates and usability improvements to the information architecture.

📞 951-833-3170

✉️ [ganessapickens@gmail.com](mailto:ganessapickens@gmail.com)

🌐 [ganessap.com](http://ganessap.com) (portfolio)

## Education

UX Design Immersive Certificate

General Assembly 2025

Bachelor of Science in Marketing

Grand Canyon University 2014

## Core Skills & Competencies

- UX Design:
  - User Research (Interviews, Surveys)
  - Usability Testing
  - Wireframing
  - High-Fidelity Prototyping
  - User Flows
  - Journey Mapping
  - Persona Development
- Design Tools:
  - Figma
  - Adobe XD
  - Miro
  - Maze
  - Adobe Creative Suite
- Business & Strategy:
  - Stakeholder Management
  - Data Analysis
  - A/B Testing
  - Conversion Rate Optimization
  - Google Analytics
  - SEO/SEM
- Marketing & CRM:
  - Salesforce
  - HubSpot
  - Meta Ads Manager
  - MailChimp