

# Jessica Pugliese

Highly skilled Multidisciplinary Designer based in Sarasota, FL, creating intuitive and engaging user experiences for over 20 years.

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## Experience

### Senior UX & UI Designer

Blue Cross and Blue Shield of RI (2014-present)

I lead the UX & UI design initiatives for multiple projects, ensuring alignment with business goals and user needs. I collaborate cross-functionally with the marketing team, developers, and stakeholders to define requirements and create design solutions that enhance user satisfaction and usability. I develop wireframes, prototypes, and high-fidelity mockups to communicate design concepts and interactions, and implement responsive design best practices to create seamless user experiences across platforms and devices.

### Senior Interactive Designer

CVS/pharmacy (2012-2014)

I helped drive the creation of digital retail experiences, ensuring alignment with business goals and brand standards. I designed user interfaces for web and mobile, focusing on intuitive navigation, usability, and visual appeal. I collaborated with cross-functional teams including developers, product managers, and marketing specialists to iterate on design concepts and deliver enhanced solutions.

### Freelance Web & Digital Designer

CVS/pharmacy (2007-2012)

I supported developers, product managers, and the marketing team by designing and implementing web and digital experiences for CVS.com.

### Multidisciplinary Designer

Jessica Pugliese Design (2001-Present)

I own and operate a small freelance design business with a track record of delivering innovative design solutions across various industries and mediums. I leverage my expertise in UX & UI design, visual design, and web development to drive business growth and enhance brand identity. I manage all aspects of project execution, including client consultations, conceptualization, design and development, and final delivery, while exceeding client expectations and maintaining a high level of customer satisfaction.

## Skills

UX & UI design

Wireframing & prototyping

Information Architecture

Visual design

Responsive design

Front-end development

Design thinking & problem solving

Project management

## Tools

Sketch

Figma

Adobe Creative Cloud

InVision

Webflow

Drupal

WordPress

Git

HTML & CSS

## Working Knowledge

JavaScript

jQuery

PHP

Twig

## Education

### University of RI

B.A. Studio Art

B.A. English Literature