

Jackie Lackenbacher | Senior Product Designer

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PROFESSIONAL SUMMARY

Creative and results-oriented Lead Designer passionate about crafting visually compelling and strategically impactful digital solutions. With deep expertise across Visual Design, UX/UI, and Digital Strategy, I bring a sharp eye for detail and a user-first mindset to every project. I've led creative direction and end-to-end design execution for diverse brands, translating complex ideas into intuitive, engaging interfaces that resonate with users. Known for my collaborative spirit and strong leadership, I thrive in fast-paced, cross-functional environments, bridging aesthetics and functionality to deliver designs that look great and drive meaningful user engagement and business results.

CORE SKILLS

Product and UX Design: Senior Product Design, UX Strategy, Systems Thinking, End-to-End Design Lifecycle, Scalable Product Experiences, Complex Workflow Simplification, B2B Product Design, Ads Platform UX, Data-Driven Experience Design, Web and Mobile Design

Interaction and Visual Design: Interaction Design, Visual Design, UI Design, Information Architecture (IA), Dashboard and Analytics UX, Data Visualization, Responsive Web Design, Prototyping, Wireframing, Polished Design Delivery

Research and Problem Solving: User Research, Usability Testing, Strategic Problem Solving, Non-obvious Opportunity Identification, Journey Mapping, Empathy Mapping, Heuristic Evaluations, Data-Informed Design Decisions

Storytelling and Collaboration: Design Storytelling and Presentation, Stakeholder Alignment, Cross-functional Collaboration (PM, Engineering, Data Science, Research), Design Rationale Communication, Leadership Alignment, Agile / Scrum

Design Systems: Design System Architecture, Component Libraries, Scalable Pattern Libraries, UX Standards, Style Guides, Dev-Ready Assets, Storybook

EXPERIENCE

Perficient, *Lead Consultant Experience Designer*

10/2021 – 11/2025

Led research, design, and system initiatives that boosted engagement and task success by up to 100%, integrated AI features, scaled a reusable design system, and applied Interaction Design principles to create intuitive and user-centered product experiences. **Select clients: Boost Mobile (Dish Network), Ford Motor Company, Essetia Health, Cardinal Health, Meta, Johnson & Johnson, DTE (energy services).**

- Applied user interface design principles to develop visually appealing and functional product interfaces.
- Designed and delivered complete UI/UX solutions for enterprise clients by facilitating ideation sessions, workshops, use case development, comparison analytics, conducting interviews, and synthesizing insights into product roadmaps.
- Built and scaled a reusable design system with 20+ components, reducing Frontend dev time by 40% and ensuring accessibility compliance.
- Fostered a user-centric culture across project teams, enhancing design outcomes through structured feedback loops, research validation, and agile implementation while prioritizing to ensure timely production.
- Collaborated with cross-functional teams to integrate interaction design principles into the product development process.

Jackie Lackenbacher Design, *Owner & Principal Designer*

01/2003 – Present

Designed research-driven solutions and branding systems that boosted client engagement and satisfaction by up to 90%, leading UX redesigns, usability studies, and full-scale design systems tailored to nonprofit and startup needs.

- Delivered research-informed solutions that helped nonprofit and startup clients increase engagement and satisfaction by up to 90%.
- Led the UI/UX redesign of the Greater DC Diaper Bank website, improving user satisfaction by 70% in 6 months.
- Conducted usability studies and stakeholder interviews to shape intuitive IA and interaction flows, improving key metrics.
- Provided complete design systems, including brand guidelines and dev-ready assets, tailored to diverse industries.
- Delivered comprehensive branding and marketing materials, including logos, design systems, and brand guidelines, to strengthen their visual identity.

LightStream (Truist Bank), VP, Graphic and Web Design

06/2014 – 02/2020

Drove product design strategy for a consumer and B2B digital financial platform, delivering a WCAG-compliant experience and a Storybook design system that cut review cycles by 60 percent and increased B2B/B2C engagement by 63 percent.

- Introduced and scaled human-centered design methods into the organization, including usability testing and empathy workshops.
- Conducted data analytics to identify user behavior patterns and improve user experience.
- Launched a WCAG-compliant site that supported LightStream’s new digital lending experience.
- Developed and maintained a design system in Storybook, cutting review cycles by 60%.
- Launched a digital platform that increased B2B/B2C enterprise solution performance by up to 63% through targeted usability testing and iterative design within 6 months.

The San Diego Foundation, Senior Graphic & Web Designer

04/2007 – 11/2013

Brought design in-house, saving over \$1M annually, while leading CMS, mobile, and donor communications design. Streamlined editorial workflows, cutting production time and ensuring quality across reports, collateral, and environmental design through hands-on leadership and creative oversight.

- Transitioned design work in-house, saving the organization over \$1M annually.
- Managed CMS platforms and mobile app design.
- Led the design of donor communications and environmental design projects.
- Streamlined the editorial design process for annual reports and collateral, reducing production time by 60% while ensuring high-quality outcomes through meticulous oversight.

EDUCATION

Instituto Universitario Departamental de Bellas Artes

Cali, Colombia

Bachelor of Arts in Graphic Design

CERTIFICATIONS

CareerFoundry

Remote, Germany

UX Design Certificate | UI Design Certificate

Voice UI Design Certificate | Frontend for Designers Certificate

Vancouver Film School

Vancouver, BC, Canada

Certificate in New Media

Elvtr

Remote, USA

AI For UX/UI Designers Certificate

DESIGN TOOLS & TECHNOLOGY

Figma, Sketch, Adobe Creative Cloud, Axure RP, Proto.io, Storybook, Miro, Lucid, Jira, Confluence, HTML, CSS, Slack, Generative AI Tools (ChatGPT, Lovable, Uizard, Midjourney, Claude Code & Claude Design, Maze, Gemini), Microsoft Office

INDUSTRIES

Consumer / E-Commerce, Financial Services / FinTech, Travel & Hospitality, Non-profit, Healthcare, Technology / SaaS, Education / EdTech, Retail, Pharmaceutical, Energy, Manufacturing, Transportation, Construction

ADDITIONAL

Bilingual (English/Spanish), CMS Platforms

PROFESSIONAL AFFILIATIONS

AIGA San Diego | San Diego Experience Design (SDXD) | UX Speakeasy | UXPA International