

Jackie Lackenbacher | Lead Designer

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PROFESSIONAL SUMMARY

Creative, results-oriented Lead Designer with visually compelling, 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

User Experience (UX) & Product Design: Human-Centered Design, Design Thinking, UX/UI Design, Accessibility (WCAG), Mobile-First & Consumer Product Design, Information Architecture (IA), AI-Enhanced Experience Design (Gen AI), Zero-to-One Product Design, Visual Design, Product Strategy

User Interface (UI) & Visual Design: Brand Design Guidelines, Brand Strategy, Design System, Digital Strategy, Style Guides

Research & Testing: Discovery Workshops, Journey Mapping & Storyboarding, Personas, Empathy Mapping, Surveys, Heuristic Evaluations, Wireframing, Rapid Prototyping (AI-Assisted), Usability Testing, Continuous Feedback Loops, Quality Assurance (QA)

Leadership & Collaboration: Cross-functional Team Leadership, Design Mentorship, Executive & C-Level Storytelling, Stakeholder Communication, Agile/Scrum, Frontend Handoff, Product Management

EXPERIENCE

Perficient, *Lead Consultant Experience Designer*

10/2021 – 11/2025

Led end-to-end research, design, and design-system initiatives across mobile and web products, doubling task success on key user flows, shipping AI-enhanced features, and scaling a reusable design system adopted across teams. **Clients:** *Boost Mobile (Dish Network), Ford Motor Company, Essetia Health, Cardinal Health, Meta, Johnson & Johnson, DTE (energy services), to name a few.*

- Designed end-to-end mobile and web experiences for enterprise clients, translating research insights and product strategy into elegant, scalable interfaces aligned with business goals.
- 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, cutting Frontend dev time by 40% and ensuring accessibility compliance.
- Established systems of continuous feedback, including structured critique loops, research validation, and agile iteration, to keep project teams close to users while ensuring on-schedule shipping.
- Mentored fellow designers across client teams and regularly presented design strategy to VP- and C-level stakeholders, influencing product roadmaps and design direction.

JLackenbacher Design, *Freelancer*

01/2003 – Present

Zero-to-one product design studio for startups and nonprofits by leading discovery, UX strategy, rapid prototyping, and end-to-end design from concept through shipped product. Actively engaged with clients through 2025–2026.

- Learning prototyped and validated new concepts using AI-native tooling (Claude, ChatGPT, Midjourney, Cursor, and Maze) alongside Figma, compressing concept-to-test cycles from weeks to days.
- Delivered research-informed product redesigns for nonprofit and startup clients, increasing engagement and satisfaction scores by 90% on flagship engagements.
- 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.
- Built dev-ready design systems, including component libraries, brand guidelines, and documentation, enabling client teams to ship consistent experiences at speed.
- Delivered comprehensive branding and marketing materials, including logos, design systems, and brand guidelines, to strengthen clients' visual identities.

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

06/2014 – 02/2020

Pioneered human-centered design practice, launched WCAG-compliant lending platforms, and scaled a Storybook design system — cutting review cycles by 60% and lifting B2B/B2C engagement 63% through usability testing and iterative design.

- Introduced and scaled human-centered design methods into the organization, including usability testing and empathy workshops.
- Analyzed user behavior data to identify friction points and prioritize design improvements across the digital lending 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 63% within 6 months through targeted usability testing and iterative design.

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.
- Led mobile app design and CMS-based web experiences serving donors and community programs.
- 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.

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)

EDUCATION

Instituto Universitario Departamental de Bellas Artes

Cali, Colombia

Bachelor of Arts in Graphic Design

CERTIFICATIONS

UX Design Certificate | UI Design Certificate | Voice UI Design Certificate | Frontend for Designers Certificate

CareerFoundry

Certificate in New Media

Vancouver Film School

AI For UX/UI Designers Certificate

Elvtr

DESIGN TOOLS & TECHNOLOGY

Figma, Sketch, Adobe Creative Cloud, Axure RP, Proto.io, Storybook, Miro, Lucid, Jira, Confluence, HTML, CSS, Slack, AI-Native Design & Prototyping Tools (Claude, ChatGPT, Cursor, Gemini, Midjourney, Lovable, Ulzard, Figma Make and Maze)

PROFESSIONAL AFFILIATIONS

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