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.

- Learned to prototype and validate 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

DESIGN TOOLS & TECHNOLOGY

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

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

ADDITIONAL

Bilingual (English/Spanish)

PROFESSIONAL AFFILIATIONS

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