



J. Amelia Caceres

Lead Product Designer crafting thoughtful, human-centered digital products

Wisetail, an Intertek Company – Remote

Lead Product Designer (2024–Present)

Senior Product Designer (2022–2024)

- Own end-to-end product design across multiple initiatives, shaping product strategy, vision, and execution for a growing B2B platform
- Deliver high-impact solutions that improve usability, client satisfaction, and adoption, informed by analytics and direct user feedback
- Establish and govern a scalable design system that enables consistency and efficient collaboration across distributed teams
- Build and maintain a lean usability testing practice, facilitating qualitative research and leveraging targeted tooling (Hotjar, PlaybookUX) to drive fast, evidenced iteration
- Partner with engineers and PMs to align design strategy with technical and business constraints, leveraging generative AI tools to accelerate ideation, wireframing, and UX copy and reduce time-to-concept

IRA Financial – Remote

UX/UI Designer & WordPress Developer | 2018–2022

- Led a company-wide rebrand, defining visual identity and brand guidelines adopted across digital and marketing channels
- Designed and developed responsive WordPress websites, improving performance, SEO, and lead conversion
- Designed a customer-facing mobile application in collaboration with internal stakeholders and offshore development teams
- Translated complex financial workflows into intuitive user experiences through close partnership with subject-matter experts
- Designed and optimized landing pages for paid campaigns, increasing traffic and conversion rates

Pension Investors – Remote

UX/UI Designer & WordPress Developer | 2020–2021

- Led rebrand efforts and established consistent visual identity across digital and print materials
- Redesigned and developed three corporate websites to unify branding and improve usability across devices
- Architected migration to WordPress, restructuring information architecture and content
- Improved site engagement and conversions through SEO optimization and visual redesign
- Designed marketing and outreach materials to support brand consistency

Contact

Seattle, WA | Remote

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in/jessames-caceres/

Profile

Lead Product Designer with 8 years of experience designing and delivering user-centered, data-informed products across B2B and consumer platforms.

Specializes in UX/UI design, design systems, usability testing, and accessibility. Experienced in web and mobile platforms, cross-functional collaboration, and leveraging AI tools to accelerate discovery and delivery.

Skills & Tools

Product Design, UX/UI, Design Systems, Usability Testing, UX Research, WCAG, Figma, Adobe XD, Sketch, HTML/ CSS / JavaScript, WordPress, Agile, Hotjar, PlaybookUX, Miro, Zeroheight

Education

MA, Technical Communication (Digital Design)

Auburn University