

JESSICA A. SMALL

5907 Schumann Drive | Fitchburg, WI 53711 | 608.692.2644 | jessica.a.small@gmail.com

Professional Portfolio: www.bigideasmalldesign.com

EXPERIENCE

Freelance User Experience & Web Designer

Sole Proprietor of Big Idea Small Design LLC. | Fitchburg, WI

June 2023 – Present

- Create and build websites using Wordpress, Elementor, and/or WIX.
- Write website content and determine graphical images.
- Design and build low-resolution webpage workflows using Figma to present to clients.
- Build or alter images/videos using Adobe Suite tools (i.e., Illustrator, Premier Pro, InDesign, Photoshop).
- Build branding guidelines, including typography, color scheme, and graphic image.
- Create and design investor pitch decks, customer presentations, and marketing pieces for clients.
- As a sole proprietor, create a business entity, build a website, build client relationships, manage accounts payable and receivable, file business taxes, etc.

Entrepreneur in Residence

Ality of TCB Enterprises | Madison, WI

December 2021 – April 2023

- Work across a portfolio of companies to explore new business development ideas, value propositions, revenue streams, technology viability, and competitive positioning.
- Build project documents, design minimal viable experience, website/pages, design testing tactics, and hypothesis statements to conduct experiments.
- Monitor results through data analytics and report outcomes and recommendations to pivot or persist.
- Research and document internal processes to evaluate current internal workflow and recommend process changes needed to support a new idea.
- Present ideas to an Investment Portfolio committee to seek initial and ongoing project funding as needed.

Business Development, Special Operations (Project Management)

Ality of TCB Enterprises | Madison, WI

December 2021 – June 2016

- Project coordination and management of strategic and exploratory ideas/projects assigned directly from the CEO.
- Conduct initial research of the ideas through internal or external interviews, online research/reading, and report-out findings.
- Once the executive assignment of the idea was made, own the meeting management, note taking, document storage, calendar management, and task assignment associated with the project.
- Regularly debrief CEO with ongoing efforts related to each idea/project.

Executive Support & Team Lead

TASC of TCB Enterprises | Madison, WI

December 2007 – June 2012

Jan 2010 - Sept 2012

- Responsible as a team leader and the consistency of 10+ Executive Support positions.
- Co-conduct interviews with Human Resources for vacant positions.
- Build and facilitate the onboarding plan for new hires.
- Facilitate monthly meetings and conduct ongoing training sessions.

- Coordinating backup plan for absences to ensure Executive Support coverage did not skip a beat.

July 2007 - Sept 2012

- Executive support to VP & C-level executive positions, including meeting management and event planning (e.g., board of advisor meetings, strategic retreats, incentive programs, and other daily meetings).
- Project coordination and assistance with Executive-level projects.
- Within a fast-paced, ever-changing work environment, remain flexible yet structured, maintaining an accurate calendar, managing tasks, and delivering timely and clear communication on behalf of the Executive.
- A go-to for technology troubleshooting in meeting rooms and executive devices.

EDUCATION

Master's Certificate in User Experience Design

University of Wisconsin – Madison, Information School (iSchool)

December 2023

Project Management Certification

University of Wisconsin – Madison

December 2019

Bachelor of Business Administration

Lakeland University – Sheboygan, Wisconsin

May 2019

AWARDS

Spirit of Excellence

- Spirit of Excellence award for the development of a new product/software solution called Vaccination Verification, where employees may send their PHI through a secure portal to verify vaccination or testing result validation.
- Spirit of Excellence award for creating a WordPress website under a tight deadline to present to the Board of Advisors a new strategy for delivering a message about the transition of one company to a portfolio of companies.
- Spirit of Excellence award and nominee for MVE for designing, implementing, and training staff for a paperless work queue system using various online forms and workflow systems called FileBound. This allowed many employees to work from home before working from home was the 'norm.'

REFERENCES

Available upon request.