

# JESSICA A. SMALL

5907 Schumann Drive | Fitchburg, WI 53711 | 608.692.2644 | [jessica.a.small@gmail.com](mailto:jessica.a.small@gmail.com)

Professional Portfolio: [www.smalluxdesign.com](http://www.smalluxdesign.com)

## EXPERIENCE

### Freelance User Experience & Creative 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.
- Design and build low-resolution & high-resolution webpage workflows using Figma to present to clients.
- Build or alter images and 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 collateral.

### 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.