

# Desiree Jacobs

E-COMMERCE SPECIALIST  
UX DESIGNER

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## EXPERIENCE

### Brooklyn, NY — E-Commerce & UX Design Consultant

October 2018 - Present

For various clients: add new employee login credentials; conduct site optimization; update SKU availabilities, WordPress site maintenance; Shopify management; UX Design (conduct user centered research, interviews, and surveys; construct wireframes, high fidelity prototype, and perform user tests)

### LightingbyGregory.com, New York, NY — Remote E-Commerce Specialist - Merchandising & Sales

January 2009 - October 2018

- Compiled timely and accurate data mainly through FTP from the manufacturers
- Assessed LBG's growth, campaign success and online presence using Google Analytics
- Assembled the data provided by manufacturers to create structured columns; removing any problematic characters; SKU creation, pricing and product description. Continued to ensure accuracy after upload
- Created image URLs to match final site backend image addresses & their sub-folders
- Coordinated with the IT department to prepare finished and accurate product data for upload of over 100K SKUs to website
- Edited images using Pixlr for optimal online display
- Interacted with clients to transact sales
- Timely follow up with clients to resolve inquiries
- Increased sales specifically of overstock SKUs over 70%

## PROFESSIONAL SKILLS

UX Design: *Interviewing, Research, Affinity and Journey Mapping, Persona Development, Wireframing, Low & High Fidelity Prototyping, Usability Testing*  
Soft Skills: *Empathy, Teamwork, Time Management, Problem Solving, Adaptability*  
Customer Service  
E-Commerce  
Product & Store Analysis  
UMAP Pricing

## TOOLS

UX Tools: *Adobe XD & Figma, Atom HTML Text Editor, HTML & CSS, Shopify, Miva Merchant, Magento, StoneEdge, Authorize, Salesforce, Microsoft Office, Google Analytics, Wordpress, Pixlr*

## EDUCATION

CUNY TechWorks  
*Certification in UX Design*  
Noble Desktop SEO  
ED2Go *Google Analytics & WordPress*  
CUNY BA in *Sociology*

# Desiree Jacobs

## **LightingbyGregory.com, New York, NY — E-Commerce Corporate Sales Executive**

December 2007 - February 2009

- Originated a corporate sales department which brought in over 1K new trade clients nationwide and oversaw complete sales cycle from quotation to order fulfillment
- Conducted promotional campaigns and loyalty rewards program called “LBG Lightbulbs”
- Created a trade quote requests portal, which multiplied quote requests and therefore sales by over 50%

## **Manhattan Realty Corp., New York, NY — Licensed Real Estate Salesperson and Mortgage Loan Officer**

April 2005 - December 2007

- Provided consultation to those looking to relocate
- Mortgage originator: parsed borrower credentials and created loans from \$200K to over \$1 million
- Prepared marketing strategies and materials to increase business

## **Tiffany & Co., New York, NY — Merchandising Analyst**

November 2003 - August 2004

- Facilitated all steps toward product launches, e.g. development plans, gemstone procurement, pricing in line with margin requirements, ensured project timeline was met; reviewed product representation with domestic and international stores after launch
- After 3 months in this position, I successfully managed the product launch of “Colored Stones” collection after my direct manager took a leave of absence
- Submitted pieces featured in Tiffany & Co.’s annual “Blue Book” and Vogue’s back cover
- Analyzed domestic and international store sales performance; determined best sellers, suggested product discontinuation and price updates

## **Tiffany & Co., New York, NY — Corporate Sales Account Manager**

October 2000 - November 2003

- Presided over and opened over 1,000 corporate accounts and continuously surpassed monthly sales plans
- Managed entire strategic sales cycle from prospect identification, researched/tracked leads, qualified accounts, presented and closed utilizing Sales Force
- Prepared proposals and marketing materials on the suite of products offered by Tiffany & Co.