

Janine Bushey

janinebushey.com

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EXPERIENCE

Product Designer II, People Inc.

June 2024–Present

- Define human-centered and inclusive ad products for premium brands such as PEOPLE, Entertainment Weekly, Travel+Leisure, Health and many more.
- Do competitive research and build design systems for various ad products and components across our portfolio of brands. Iterate on design solutions in response to user feedback and insights. Participate in user experience studies.
- Partner with product managers and engineers to perform in-depth quality assurance of the work and help define the user experience of the CMS.
- Take part in meetings with designers and content strategists to understand their needs and business goals. Educate teams on the use of our products.
- Lead designer of *Like a Mother*, a website campaign with Procter & Gamble that leverages AI to curate personalized beauty content for new moms.

Senior Graphic Designer, JPA Health

September 2021–May 2024

- Produced insight-driven campaigns for clients in the healthcare field, working closely with creative, development and research teams. Campaigns leveraged materials such as websites, branding and digital ads.
- Created accessible, responsive websites through deliverables such as site maps, wireframes, prototypes and style guides. Played a key role in defining our website design process to ensure smooth handoff from creative to development.
- Created high-level designs in a fast-paced environment, independently and as part of a team. Presented work and explained creative thinking both internally and to clients. Provided creative expertise to ensure stakeholder expectations and deadlines were met.
- Brought clarity to complex information and messages through clear, thoughtful and impactful design solutions.

Creative Designer, Mattel

November 2020–June 2021

- Produced and published creative work to the American Girl site daily. Adhered to the visual identities of multiple sub-brands.

EDUCATION

Rochester Institute of Technology

Rochester, New York

BFA, Graphic Design

PR and Advertising Minor

SKILLS

Wireframes, Prototypes, Design Systems, Usability Testing, Accessibility Design, Visual Design, User-Centered Design, Typography, Product Strategy, Information Architecture, Data Visualization, Motion Design, Branding

SOFTWARE

Figma, Illustrator, Photoshop, InDesign, AfterEffects

LEARNING

- *Designing AI Experiences*, Nielsen Norman Group
- *How To Design for Accessibility*, Accessibility and Usability Best Practices for UX and UI Designers, Udemy
- *Motion Beast*, Foundations of Modern Motion Design, Motion Design School

