

Jesse Worbington

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Senior Experience Designer

[View Portfolio →](#)

Experience

Bank of America

Sr. Experience Designer
2022 – Present

- Designing BofA's native mobile wire transfer experience for Merrill & Private Bank clients
- Working along side cross-functional teams to release new experiences for Merrill and Private Bank clients
- Applying modern UX & UI patterns to legacy pages across Merrill & Private bank's authenticated pages

Zumba

UI/UX Designer
2017 – 2022

- Designed, tested and brought to market ClassBuzz - Zumba's instructor marketing app. See portfolio for more info
- Redesigned the class search UI on Zumba's website to make it even easier for students to find a relevant classes that fit into their schedules
- Researched and implemented many improvements to Zumba's e-commerce site.
- Developed a design system for Zumba's Product team

PenFed Credit Union

User Interface Lead
2016 – 2017

- Created and curated a design system and brand guidelines for PenFed's online presence, including product pages, applications, and member portal
- Redesigned the "Make A Difference" Auto loans from the ground up based on updated styles
- Designed PenFed's new website and worked with external contractors and vendors to bring the best-of-industry web experience to life

Royal Caribbean Int'l.

Sr. Visual Designer
2014 – 2016

- Designed, tested and brought to market the first iteration of Royal iQ, Royal Caribbean's on-board phone and tablet app
- Modified Royal Caribbean's Cruise Planner UX to accept on-board credit

CometAds

User Interface Director
2010 – 2014

- Reworked and iterated on the design for CometAds' main offering, a DIY online video ad builder and publishing tool that could be run directly from your web browser
- Designed CometAds' banner ad performance tracking app from the ground up and worked with our remote development team to bring it to life

Tropic Survival

UI Designer / Developer
2010 – 2014

- Founding member of Tropic's digital team
- Researched, designed and coded Tropic Survival's website based on input from the agency's founders and an older version that was originally built in Flash
- Worked with internal teams and external stake holders to research design and build unique, responsive websites for each of Tropic's clients spanning many verticals

Education

Florida State University
Bachelor of Science
Information Technology
2009

Skills

- Product design
- Responsive web
- Mobile apps
- Design thinking
- User research

Software

- Figma
- Sketch
- Adobe Suite
- Miro
- Axure RP

Programming

- HTML
- CSS
- Javascript

