

Jessica Perlin

24-year-old User Experience Designer with a history of working in various digital marketing/management positions. Computer savvy, easily adaptable, with a readiness to learn & assist where needed.

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<https://amodino.me>

Education

Wake Technical Community College

Raleigh, NC 2024 - 2026

A.A.S. User Experience Design/Digital Marketing

3.8 GPA

Work Experience

NC DOI - NC State Fire Marshal

October 2025 - Current | Raleigh

Digital Communications & User Experience Design Team Member

- Pursued detail-oriented human-centered design techniques with the Communications Team to pass information to local news outlets.
- Created High-Quality digital content, Educational Videos, Web Design, & Fire Fatality Reporting to be used statewide, and assisted with planning and conducting UX research, prototypes, and documentation.
- Help create visuals, prototypes, and documentation for the NC OSFM, with a refreshed look that increases B2B engagement through AI SEO, helping them appear clearly on all search engines.

Town of Holly Springs

May 2025 - August 2025 | Holly Springs

Chamber Of Commerce

Social Media & Digital Marketing Assistant (Internship role)

- Drive company sales performance while creating digital & physical ad materials for business investor events.
- Scheduled & conducted team meetings while interviewing local businesses to learn more about the community, assisting with editing content in their preferred CMS.
- Increased event sign-up engagement within the first week by 85%.

Bare Hands Gifts & Workshop

January 2026 - February 2026 | Apex

Digital Marketing Consultation

- Utilizing presentation skills, delivered expert advice to optimize social media branding and interaction design, applied design thinking to test concepts with real users to be utilized in future marketing copy.
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Volunteer

St. Joseph's Parish

May 2023 - May 2025 | Raleigh

Coffee Run Managing Director | Poverty Alleviation

Southeast Chihuahua Rescue

Aug 2016 - May 2020 | Garner

Marketing Assistant | Animal Welfare

Skills

Human-Centered Design, UX Research, Interaction Design, Communication Organizational Skills, Figma, Adobe XD, Adobe CC, Presentation, Storytelling