Jazzmin Celeste

UX Designer & Go-To-Market Strategist and Engineer
Anchorage, AK | (907) 538-7755 | jc@shiftt-perspective.com | linkedin.com/in/jazzmin-celeste | jazzmin-celeste.vercel.app

SUMMARY

UX designer and go-to-market (GTM) strategist and engineer who researches what customers need, writes the messaging, and builds it hands-on, from the website to the automations, using AI tools like Claude Code. Took own product, Simply Steady, from first customer research to first sale in 25 days. Founder with business knowledge from running three businesses since 2019. Open to part-time or freelance contract work, remote, in UX, go-to-market, and product marketing.

SKILLS

UX & Research: User Research, Qualitative Research, User Interviews, Persona Development, Competitive Analysis, Usability Testing, User Flows, Information Architecture, Wireframing, Prototyping
Design & Brand: User Experience (UX) Design, User Interface (UI) Design, Web Design, Mobile Design, Brand Strategy & Positioning, Copywriting
Marketing & Go-to-Market: Go-to-Market (GTM) Strategy and Engineering, Product-Market Fit Research, Positioning & Messaging, Marketing Strategy, Digital Marketing, Search Engine Optimization (SEO), Local SEO, Online Advertising, Customer Relationship Management (CRM), Marketing Automation, Social Media Strategy, Multimedia Content (video, illustration)
Tools & Build: AI-Assisted Web App Development, Prompt Engineering, Workflow Automation, Figma, Framer, GoHighLevel, Stripe, Claude Code, GitHub, Vercel, Cloudflare Workers, HTML, CSS, JavaScript, Google Business Profile, Notion
Strengths: Client Consulting, Project Management, Empathetic Communication, Process & Systems Building, Community Leadership

PROFESSIONAL EXPERIENCE

Founder & Principal Strategist | Shiftt Perspective | Anchorage, AK | Aug 2026 – Present
Go-to-market strategy and engineering for regular people and passion-led founders: customer research, positioning, websites, and the systems that run them. shiftt-perspective.com

- Took own product, Simply Steady, from first customer research to first sale in 25 days, after coding 71 buyer comments and reviews from 16 sources to find the gap.
- Built a path from social post to checkout, delivery, and follow-up with no manual steps, using GoHighLevel and Stripe.
- Designed and built the Simply Steady app with Claude Code; it passes 107 automated tests before each release.
- Publish under one brand on 6 channels and review a weekly dashboard of funnel, sources, buyer language, and time.

Founder & Web/UX Designer | Rise and Shine Web Design | Anchorage, AK | Jun 2025 – Present
Brand and web studio for values-led small businesses: interviews, positioning, copy, websites, and local SEO. Case study

- Lead brand strategy and website projects for clients including ZenFox Solutions, Action Drywall, and BlackFeather Solutions, starting each with client interviews before any design.
- Built ZenFox Solutions' brand, Framer website, and booking and events setup from 3 strategy interviews. The founder updates the site herself and said the website "elevated my professional standing as a business."
- Featured by Business Impact NW in November 2025: "Rise and Shine Web Design: Elevating Websites in Alaska and Beyond."

UX/UI & Digital Marketing Fellow | General Assembly | Remote | Jul 2025 – Jun 2026
Completed General Assembly's 420-hour User Experience Design Bootcamp and its Digital Marketing course, delivering 4 UX projects across the full UX lifecycle, from user research and wireframing through prototyping, usability testing, and stakeholder presentation. Two scored 20/20.

Selected projects:

Lead Designer | Career Coaching Website Redesign (My Flowology) | Apr 2026 – Jun 2026 | Technology: Figma | Case study
Redesigned a career coach's website to make her offers clear and improve client conversion.

- Interviewed 6 people who match her ideal client, built a persona from the insights, and redesigned 3 pages; advised the client on positioning, copy, and messaging.
- Tested the prototype with users, who said her offers were immediately clear compared with her social media channels.

Project Manager | YMCA Youth Life-Skills App (Concept) | Feb 2026 – Apr 2026 | Technology: Figma | Prototype
Designed a mobile app concept for youth life-skills education with a 3-person team.

- Led user research and usability testing that shaped the app's information architecture and core user flows.

Lead Designer | Artist E-Commerce & Booking Redesign | Dec 2025 – Feb 2026 | Technology: Figma | Prototype
Redesigned the online store and class-booking pages for a local artist.

- Ran a competitive feature analysis and usability tests to find navigation and layout problems, then delivered wireframes and a working prototype.

Tire Studder (Seasonal) | Continental Auto Group | Anchorage, AK | Jul 2022 – Nov 2022, Jul 2023 – Nov 2023, Jul 2024 – Aug 2024

- Redesigned the tire-studding workflow from shipment intake to customer delivery so a team of 3 could handle work that had taken 20+ people.
- Oversaw scheduling, quality control, and $1.3 million in inventory.

Business Owner and Operator | Melody Place Rooming and Residential Home | Anchorage, AK | May 2019 – Aug 2023

- Filled a gap in Anchorage's housing market that remains today: opened and ran a rooming home with stable, affordable rooms for four years.
- Managed leases, rent collection, finances, tenant support, and maintenance.
- Built house systems for cleaning, safety, and privacy; several residents stayed more than a year, and some returned after moving out.

Youth Engagement Specialist | Covenant House Alaska | Anchorage, AK | Apr 2019 – Apr 2023

- Supported teenage and young mothers and their babies at Passage House.
- Provided trauma-informed support and de-escalation for at-risk youth.
- Designed a chore and cleaning system for the house.

EDUCATION

User Experience Design Bootcamp | General Assembly | Remote | Nov 2025 – Jun 2026
Web Strategy Master, Freelancing, and WriteSite Copywriting | Flux Academy | Remote | 2025 – 2026
Upstart Alpha Startup Accelerator | Center for Economic Development | Anchorage, AK | Oct 2025 – Dec 2025
Digital Marketing Short Course | General Assembly | Remote | Jul 2025 – Oct 2025
Certificates | General Assembly | UX & UI Design Fundamentals in Figma (Feb 2025), AI for Workplace Efficiency Fundamentals (May 2025)
Front-End Web Development Short Course | General Assembly | Remote | Nov 2023 – Feb 2024
Occupational Endorsement Certificate in Entrepreneurship | University of Alaska Anchorage | Anchorage, AK | Aug 2021 – May 2023
Psychology coursework, 57 credits toward a B.A. | University of Alaska Anchorage | Anchorage, AK | Aug 2013 – May 2021
Set Up Shop | Anchorage Community Land Trust | Anchorage, AK | 2018
The Business of Art: Making a Living as an Artist | The Evergreen State College | Olympia, WA | Aug 2015 – May 2016