

Contact Information

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Summary

A User Experience Designer and Researcher utilizing Design Thinking, analysis and User-Centered Design to create products and digital experiences that are aesthetically pleasing and easier to use.



UX Deliverables

- Information architecture
- Clickable prototypes
- Wireframes
- Low-fidelity sketches
- Mobile mockups
- User flows and journey maps
- Personas
- Heuristic evaluations
- User experience research reports
- Competitive benchmarking
- Survey administration and results
- Use cases and requirements
- Style guide
- Enterprise software mockups
- Sitemap
- Service design blueprint



UX Tools

- Sketch
- InVisionapp
- Photoshop
- Illustrator
- InDesign
- Adobe Creative Suite/Cloud
- Omnigraffle
- Sketching for collaboration
- Balsamiq Mockups
- Usertesting.com
- Microsoft Excel
- Microsoft Powerpoint
- Basic HTML and CSS
- Online video meetings
- Unmoderated research tools
- Mural.ly



UX Skills

- Visual design
- Usability testing
- Research analysis and synthesis
- Qualitative research such as:
 - Generative research
 - In-depth interviews
 - Ethnographic research
- UX process and strategy
- Agile and scrum methods
- Interaction design
- Remote workshop facilitator
- Balance customer needs and business goals
- Website design
- Card sorting
- Task analysis

Additional Areas of Expertise

Lean UX, Design thinking and problem solving, moderated and unmoderated usability testing, lead and manage brainstorming sessions, UX strategy and planning, communication with stakeholders, collaboration across teams and disciplines, cutting digital assets, contextual inquiry, Service Design, photo editing and retouching, SDLC (software development life cycle) public speaking, presentation abilities and professional-level writing skills.

Awards, Affiliations and Side Projects

- Wingspan Arts: Website auditor and analyst providing content and design enhancements
- Community Coalition: User experience website designer and senior art director
- Social media chair for Ladies that UX Dallas and North Dallas Agile Product Owners
- “Graphic Design USA” American Inhouse Design Awards – Winner of several awards for web, graphic and logo design

Education

- California State University-Fullerton – User Experience and Customer-Centered Design Certification
- Ball State University – Muncie, Indiana. *Cum Laude* Bachelor of Science
Major: Journalism Graphics. Minors: Printing Technology and Sociology
- Cooper U – Interaction Design
- Stanford/UC San Diego – Human Computer Interaction online course: Studio Track Statement of Accomplishment
- Continuous education and completion of several online courses on Udemy, Udacity, MOOC, Iversity, Coursera and more

Work Experience

UX Design Lead • Rackspace (managed cloud computing) • August 2017 to present • Remote – Texas

I oversee the strategy, experience design and functionality of a major focus area of the company's portal used by thousands of customers.

- Manage a team of designers, helping them adopt a UX process and teaching them how make informed design decisions.
- Produce engaging UX documentation like user flows, user stories, sketches, wireframes and mockups using Mural.ly, Sketch and Invision.
- Lead workshops and meetings to keep remote team members and stakeholders aligned and engaged.

Senior UX Researcher and Designer • Masergy (network & security services) • April to August 2017 • Plano, TX

Acting as the "UX Team of One," I introduced qualitative user research methods and design decision to improve internal software and customer-facing portals for the Managed Security branch of the company.

- Initiated several forms of user research methods to understand in-house security software and the user's workflow.
- Created user flows, sketches, wireframes and mockups using InDesign, Excel and Sketch.
- Collaborated with a cross-functional team of developers, business and security analysts to create informed designs.

User Experience Researcher • Capital One (financial services) • July 2016 to April 2017 • Plano, TX

Conducted research, analyzed data and made design recommendations using a variety of research methods for digital and non-digital products used by consumers and staff of the major financial corporation.

- Performed qualitative research by conducting contextual and exploratory interviews.
- Conducted usability tests in a variety of settings including the in-house lab, remotely and unmoderated.
- Synthesized information to build customer journey maps to convey insights to business partners.
- Advised teams and led workshops on research efforts including Service Design Blueprints and Heuristic Evaluations.

UX Designer & Researcher • VCA (veterinary hospitals) • December 2014 to July 2016 • Los Angeles, CA

Improved the usability and user experience of the in-house enterprise software used in over 750 animal hospitals.

- Recommended UX improvements and design solutions, balancing user feedback and corporate needs.
- Initiated several forms of user research strategies never used before by the organization including interviews, ethnographic observations, task analysis, personas, information architecture (IA) and surveys.
- Performed usability tests, heuristic evaluations, competitive analysis, and other research methods.
- Created deliverables like wireframes, mockups and prototypes for internal company software, website and mobile apps.

UX Visual Designer • mylife.com (consumer website) • July 2014 to November 2014 • Los Angeles, CA

Designed simple and innovative solutions to complex user interface problems on a large-scale consumer website.

- Iteratively created multiple mockups and concepts for the final product for a variety of formats and devices.
- Participated in an iterative Agile/Scrum team of Product Managers and Developers in the software development life cycle.
- Designed solutions and recommended text changes to improve customer conversion and engagement.

UX Consultant • Athena Restaurant (restaurant concept) • March 2013 to July 2014 • Los Angeles, CA

Implemented several UX components necessary to create a touch interface restaurant menu and ordering process on an iPad/tablet device.

- Drove entire UX process from strategy, to discovery, to research, to iterative design and usability tests.
- Acted in a multi-disciplinary role as a business analyst, user advocate and design consultant.
- UX assets created include: prototypes, annotated wireframes, user research, personas, task flows, competitive analysis, information architecture with site map development, mood board design and iPad/tablet app mockups.

Graphic Designer and Art Director • Sheppard Mullin (international law firm) • July 2006 to July 2014 • Los Angeles, CA

Exclusive designer for a global law firm with over 750 attorneys plus additional support staff.

- Consulted in the firm's website redesign and performed UX strategies like competitive analysis, user flows, personas, wireframes and mockups.
- Acted as branding manager, art director and creative core for the firm by designing all marketing materials for print and digital delivery.

Also worked as a Graphic Designer and Art Director for several publications.