

Jenny Mikesell

UX Strategist and Researcher

I have 15+ years of experience in design and creative leadership. I guide people through the creative process and focus on user experience with a sense of humor and patience. I lead teams to create products that are enjoyable and useful. My empathetic demeanor and commitment to communication give my teammates confidence. Every interaction I have with someone is significant to me. From my husband to the cashier at the grocery store, I connect with intention.

CONTACT

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Greater Los Angeles

SOFT SKILLS

Active Listener

Clear Communicator

Collaborative

Consistent

Creative

Curious

Empathetic Fearless

Flexible

Idealist

Idea Generator

Innovative

Keen Observer

Macro and Micro Perspectives

Motivated

Open-minded

Outcome-focused

Passionate

Perceptive

Persuasive

Problem Solving

Strategic Vision

RESEARCH SKILLS

Advanced Writing Skills

Competitive Analysis

Data Analysis

Ethnographic Research

Flow Diagrams

Heuristics

Quantitative Research

Qualitative Research

Survey Design

Task Analysis

Usability Testing

User-Centered Design

User Journeys

PROFESSIONAL EXPERIENCE



UX Strategist, Researcher, Project Manager — LA Family Housing www.lafh.org

2020 - present

- Strategize product design and create detailed workflows with CPO and partnering agencies for both Stakeholders, Developers, and Funders.
- Create training slide deck for hared Housing focusing on unhoused clients.
- Liaison between Stakeholders, Development Team, and Case Workers in order to create a mobile-friendly product for shared housing.
- Conduct user interviews to understand pain points of caseworkers and clients.
- Design the product look and feel, create milestones in Asana.

Product Owner, UX Strategist & Researcher — Food Oasis www.foodoasis.la

2018 - 2020

- Managed 15+ designers and developers to create a Yelp-like free food resource.
- Facilitated collaboration and Agile workflow between UX, Data, and Dev Teams.
- Spearheaded secondary research of stakeholders in the food rescue ecosystem.
- Networked and interviewed organizations to gain best business practices and established goals and timeline metrics.
- Led team through competitive analysis to verify the research.
- Led design thinking workshops to understand the goals of the user for an MVP.
- Designed and implemented training seminars to validate website data.
- Wrote, researched grants, and designed pitch deck for funding opportunities.

UX Researcher and Designer — Shoe String www.mikeselldesign.com

2018 - 2019

- Researched food-insecure students as part of 6-month intensive training in UX.
- Conducted extensive research and interviews to understand users.
- Designed, prototyped, and tested solutions to address health and resources.
- Created wire frames, user flows, mood boards, and content.
- Wrote grants and proposals for funding opportunities to create an MVP.

Creative Director — Mikesell Design www.mikeselldesign.com

2002 - 2020

- Created design solutions for mobile, and web for 50+ clients.
- Organized complex projects and communicated about the process with product owners and stakeholders in simple, easy-to-understand language.
- Motivated, inspired, and connected with contractors to create a cohesive vision and optimal user experience.
- Led design thinking workshops to synthesize product goals to create visuals.
- Consulted, researched, and created data-driven infographics for current events.

Interactive Art Director — Assette Financial Software www.assette.com

2000 - 2002

- Designed and facilitated the implementation of an online account access software product with 40+ client branding and custom functionality requirements.
- Collaborated with CEO and Marketing Team to create print and digital collateral.
- Designed solutions for on-line software products.
- Established a collaborative relationship with development team in Sri Lanka.

VISUAL SKILLS

Branding
Design Principles
Design System
Design Tools
Graphic Design
Infographics
Iterations
Marketing
Mockups
Obsessive Design
Pencil Sketching
Product Design
Story Boarding
Storytelling
Typography
Visual Concepts
Visual Design

TOOLS

Adobe Creative Suite
FIGMA
InDesign
Photoshop
Prototyping
Sketch
Wireframing

KNOWLEDGE BASE

APIs
Agile Environment
Desktop Apps
Design Methodologies
Design Strategy
Google Analytics
Information Architecture
Mobile Technology
Micro Interactions
New Technologies
Product Management
Product Strategy
Social Media
Social Networking
Software Development
Startups
User Interface Design
Workflows

LEADERSHIP SKILLS

Collaborative Work
Design Thinking
Product Development
Public Speaking
Workshops

PROFESSIONAL EXPERIENCE, con't

Interactive Art Director — Pioneer Amundi
1999 - 2000

www.amundipioneer.com

- Created and facilitated the implementation of account access software platform of a finance company that manages 1,425 billion Euro assets under management.
- Designed corporate website and 8 satellite websites under company branding.
- Consulted, collaborated, and brainstormed with 10+ departments, to create UI design and content for the corporate intranet site.

TEACHING EXPERIENCE

Lecturer — California State University, Los Angeles
2019

- Created a curriculum to meet objectives for the 2D Art Fundamentals course.
- Combined principles of design with artistic development for 16 unique projects.
- Established an inclusive class environment to encourage creative expression.
- Presented each design concept with a lecture citing examples from media, diverse range of cultures, and periods.

Lecturer — Tufts University
1994 - 1997

- Designed and implemented a curriculum for Drawing and Advanced Drawing.
- Focused on building students' techniques while challenging their artistic process.
- Mentored students privately and in groups.
- Assistant Instructor for "Art as Process" Art Foundation course. Presented students' projects in 2D/3D media to question their perception of art.
- Developed and taught "History of Contemporary Drawing in Art History" survey lecture and practicum course for art majors and non-art majors.

EDUCATION

Springboard — UX Design Career Track — Online Certification
2019 - 2020

- Six months of intensive training with mentors in UX Design and Research.
- The 25-unit curriculum includes videos, in-depth articles, hands-on design projects, and career-related coursework.
- Projects focused on Design Thinking, Wireframing, Sketching, Prototyping, Design Sprint, User Experience Testing, Interviewing, and Stakeholder Presentation.

IDEO — Foundations in Design Thinking Certificate
2019

- Gained techniques to understand social, emotional, and physical needs of users.
- Applied methods that help turn your user needs into human-centered solutions.
- Used ideation techniques to generate and develop ideas with rapid prototypes.
- Showcased new skills through tangible, real-world project challenges, created insights report and prototypes of products and services.

Tufts University — School of Fine Arts — Masters of Fine Arts

- Non-traditional fine arts education included studies in Lithography, Ceramics, Drawing, Graphic Design, and Photography.
- Designed and taught courses in Printmaking, History of Drawing, Advanced Drawing, and Portfolio Preparation.
- Met rigorous research requirements for Art History research and curatorial plans.

Macalester College — Bachelor of Arts

- Concentrated studies in Studio Art and American History.
- Skills studied in Bronze Casting, Intaglio, and Primary Research.