JENNIFER JELLIFF-RUSSELL

JenniferJelliff@gmail.com

SUMMARY

Strategic UX/UI designer with a background in psychology and experience generating user flows, site maps, and style guides to design research-driven wireframes and develop rapid prototypes. Regularly develop scripts and surveys, recruit users, conduct qualitative interviews, facilitate usability tests, and synthesize data. Experienced in communicating with stakeholders and creating developer handoff files. Possess a Master of Arts and a love of solving user pain points.

EXPERIENCE

UX/UI Designer & Researcher (Remote)   February 2022 – Present
Moment Studio & Avocademy, Bangor, ME

- Led a team of 4 designers through multiple iterations in the UI redesign of a fintech app while communicating project plans, timeline updates, and deliverables to the clients.
- Plan and implement generative and evaluative strategies including secondary research, surveys, qualitative interviews, and usability tests in order to inform the design process.
- Interpret research questions and synthesize data, generating affinity and empathy maps, developing user personas, and uncovering data trends to share with stakeholders.
- Develop low and high-fidelity wireframes to gain buy-in from stakeholders, create prototypes in Figma or InVision, and conduct usability testing sessions to identify any design issues.
- Communicate with design and research teams working for the same clients on other digital products to share user insights, design systems, and any design iterations.
- Developed the information architecture for a complex website, Bling, which blended elements of eCommerce with social media.
- Regularly create annotated files for developer handoff and provide developer notes which include element spacing, font sizes, and any unique interactions to streamline communication.
- Create UI component libraries to ensure design, style, and copy consistency within projects.

Program Assistant (Hybrid)   May 2021 – June 2022
Maine Procurement Technical Assistance Center, Bangor, ME

- Researched and designed outreach materials in collaboration with marketing staff and presented designs to high-level stakeholders and managers.
- Analyzed processes such as intake user flow, internal training, and case management, identifying issues and recommending improvements which increased client engagement.
- Implemented A/B testing on newsletter headings to increase open rates and assisted in developing survey questions with the goal of increasing client engagement across programs.

Career Transition Counselor (Remote)   March 2016 – January 2019
Wounded Warrior Project, Amherst, ME

- Facilitated 2-3 briefs a month for stakeholders or recruiters of external companies to explain the nonprofit's mission and solicit their support by ensuring interviews for referred veterans.
- Selected by the Director to re-establish the veteran employment program within New England by creating a client pipeline and developing a network with hiring managers.
- Managed a caseload of up to 150 clients, maintaining weekly contact and conducting 15-20 new client initial interviews a month to determine barriers and identify career resources.
- Sourced and recruited eligible veteran and military spouse clients across the country into the Employment Services Program through in-person and online sourcing strategies.

EDUCATION & CERTIFICATIONS

- **UX/UI Design Foundations Certification**, Avocademy, May 2022
- **Microsoft Reach Mentorship Certificate**, Microsoft, June 2022
- **MA, Community Counseling**, West Virginia University, May 2010
- **BA, Psychology**, Middle Tennessee State University, May 2007

TOOLS

Figma, XD, InDesign, InVision, Miro, Google Suite, Microsoft Suite, Zoom, Webex, Salesforce, Slack, Calendly, Usertesting

SKILLS

Design
Wireframes
Rapid Prototyping
UI Design
User Flows
Style Guides
Design Systems
Product Design
Responsive Design
Style Guides
Site Maps
Journey Maps
UX Writing

Research
User Interviewing/IDI
Surveys
Usability Testing
Analysis/Synthesis
Affinity/Empathy Map
Personas
Competitive Analysis
Quantitative Analysis

Soft Skills
Project Management
Presenting & Briefing
Empathy & Advocacy
Active Listening
Collaboration
Process Improvement
Strategic Thinking

INTERESTS

Extended Reality (XR)
Artificial Intelligence (AI)