Jennifer Blatz

User Experience Designer | Researcher | Leader | Speaker

Contact Information

www.jenniferblatzdesign.com • jnblatz@gmail.com • linkedin.com/in/jenniferblatz • dribbble.com/jnblatz

Summary

A User Experience Designer and Researcher utilizing research, strategy and user-centered design to create products and digital experiences that are aesthetically pleasing and easier to use.

UX Deliverables

- High-resolution mockups
- User flows and journey maps
- Wireframes
- Mobile designs
- Personas
- Heuristic evaluations
- Clickable prototypes
- UX research insights & reports
- Competitive benchmarking
- Survey administration and results
- User stories and requirements
- Design system/style guide
- Enterprise software designs
- Sitemap/taxonomy
- Low-fidelity sketches
- Task analysis

UX Tools

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

UX Skills

- Visual design
- Research analysis and synthesis
- Qualitative research such as:
  - Generative research
  - In-depth interviews
  - Ethnographic observation
- UX process and strategy
- Usability testing
- Agile and scrum methods
- Interaction design
- Service design
- Workshop facilitation
- Information architecture
- Card sorting
- Presentation to clients
- Website and app design

Additional Areas of Expertise

UX community leader, meetup and international conference speaker, design thinking and problem solving, conduct usability tests, facilitate workshops, communicate with stakeholders, collaborate across disciplines, photo editing, Lean UX, SDLC (software development life cycle), public presentations and professional-level writing and editing skills.

Affiliations, Awards and Side Projects

- **UX Research and Strategy** (group) co-founder and president
- **UX conference speaker** presented at several conferences including ConveyUX, IAC, Connectaha and Big Design
- **WIAD** (World Information Architecture Day) Dallas co-organizer and social media chair
- **Ladies That UX Dallas** and **North Dallas Agile Product Owners**: Social media chair
- **Community Coalition, Wingspan Arts, give camp and hackathons**: UX design consultant, researcher and designer
- **"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* B.S. Major: Journalism Graphics. Minors: Printing 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

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Work Experience

Senior Experience Designer & Researcher • Fidelity Investments (financial and investment) • 2018-present
Lead strategy through execution for agency-style, internal company projects including websites, portals and apps.
- Spanning across business units, I work as the head of design and strategy to bring the projects from discovery, research, design, and iteration through to completion and collaboration with developers.
- UX deliverables: generative research insights, task analysis, user flows, IA, competitive analysis and high-res mockups

UX Design Lead • Rackspace (managed cloud computing) • 2017 to 2018
I oversaw the strategy, experience design and functionality of the company's customer-facing portal.
- Managed a team of designers, helping them adopt a UX process and coaching them how make strong design decisions.
- Led workshops and meetings to keep remote team members and stakeholders aligned and engaged.
- UX deliverables: sitemaps, user flows, wireframes and mockups using tools like Mural.ly, Sketch and Invision

Senior UX Researcher and Designer • Masergy (network & security services) • 2017
Acting as the "UX team of one," I introduced qualitative user research and human-centered designs based on empathy to improve internal software and customer-facing portals.
- Collaborated with a cross-functional agile team of developers, managers and analysts to create informed designs.
- UX deliverables: interviews, ethnographic research, synthesized research data, user stories, wireframes and mockups

User Experience Researcher • Capital One (financial services) • 2016 to 2017
Conducted research, analyzed data and made design recommendations using a variety of research methods for digital and non-digital products used by consumers and employees of the major financial corporation.
- Conducted usability tests in a variety of settings including the in-house lab, remote and unmoderated.
- Synthesized information to build customer journey maps and personas to convey insights to business partners.
- Advised teams and facilitated workshops on research, including service design blueprints and heuristic evaluations.
- Research methods: card sort, usability tests, inerviews, ethnographic observation, concept testing and contextual inquiry

UX Designer & Researcher • VCA (veterinary hospitals) • 2014 to 2016
Improved the usability and user experience of the in-house enterprise software, medical records and customer apps.
- Recommended UX improvements and design solutions, balancing user feedback and corporate needs.
- Initiated several forms of user research strategies never used by the organization before including interviews, ethnographic observations, information architecture (IA) and surveys.
- Performed usability tests, heuristic evaluations, competitive analysis, and other research methods.
- UX deliverables: wireframes, task analysis, mockups for prototypes, content inventory, and personas

UX Visual Designer • mylife.com (consumer website) • 2014
Designed simple and innovative solutions to complex user interface problems on a large-scale consumer website.
- Iteratively created multiple mockups and concepts of 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.

UX Consultant • Athena Restaurant (restaurant concept) • 2013 to 2014
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 analysis to visual design and usability tests.
- UX deliverables: prototypes, annotated wireframes, user research, personas, task flows, competitive analysis, information architecture with site map development, mood board design and high-resolution iPad/tablet app mockups.

Graphic Designer and Art Director • Sheppard Mullin (international law firm) • 2006 to 2014
Exclusive designer for a global law firm with over 750 attorneys plus additional support staff.
- Consulted in the firm's website redesign and performed competitive analysis, user flows, personas 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 print publications.