

# Jaclyn Perrone

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## EXPERIENCE

Sept 2013 – Present

### Product Designer

Pivotal Labs

- Use agile and lean practices to rapidly iterate on design decisions
- Facilitate inceptions and product discovery exercises
- Pair with developers to implement front-end code and design work
- Conduct and analyze user interviews and usability testing
- Create personas, sketches, and html prototypes
- Lead weekly Design Department critiques

July 2012 – Sept 2013

### User Experience Designer

Ogilvy & Mather

- Develop new concepts for existing and potential clients
- Research and incorporate best practices and current trends in web design
- Create wireframes, user flows, and functional specifications documents (FSD) to outline the expected behaviors of a digital application
- Build low to high fidelity prototypes of digital applications using HTML5, CSS3, Javascript and jQuery
- UX Lead on UPS' Team Performance Index, a three time 2013 Cannes Lions Shortlist recipient

Sept 2009 – July 2012

### Front-End Developer

Sanborn Media Factory

- Develop web apps with responsive layouts for compatibility across devices and desktops
- Chart user flows to build and improve wireframes for web apps
- Perform cross-browser/device compatibility testing
- Build HTML microsites from Photoshop mockups
- Install custom Wordpress themes on websites

## EDUCATION

Sept 2005 – Feb 2009

### Communications & Visual Arts Double Major

Fordham University at Lincoln Center

- Bachelor of Arts
- Graduated Summa Cum Laude
- GPA: 3.8

## SKILLS

- Usability testing and analysis
- HTML5, CSS3, jQuery, Javascript, Bourbon, Bootstrap, Middleman
- Responsive web design