



Jessica Davies

UX Researcher | UX Designer | Strategist

925.968.8212

thejessicadavies.com

thejessicadavies@gmail.com



research



strategy



ux design



4 start-ups



mobile 1st
background



2 products
to market



Experience

Blue Rocket Inc. | Chief Strategist & UX Designer | 2015 - now

- Designed & vetted native app ideas for mobile-developer start-up.
- Led intensive workshops to evaluate each app as well as produced extensive whitepapers covering: business model, technology & design.
- Conducted competitive research, interviews & usability studies.
- Created app sketches, wireframes, screen flows & user flows.

Tier 5 | Freelance UX Design & Logo Redesign | Summer 2015

- Designed experiences for two distinct salesperson personas.
- Performed design studio, heuristic evaluation, interviews & surveys.
- Created sketches, journey maps, site maps & click-through prototypes.

Victory Healthcare | Director of Strategy | 2014 - 2015

- Led due diligence & pitch book creation for sale of entire company.

WWE | Director of Investor Relations | 2013 - 2014

- Redesigned website to be more investor focused & social media savvy.

Consilium | Senior Equity Research Analyst | 2009- 2013

- Composed detailed research reports for innovative Wall Street start-up.
- Designed client websites, presentations, social media & marketing plans.

Rochdale | Portfolio Manager & Research Analyst | 2003 - 2008

- Created healthcare mutual-fund product, managed complete process.
- Researched equities via industry contacts, trade shows, surveys, clinical research, competitive research & CFO/CEO/MD/patient interviews.

Goldman Sachs | Associate Research Analyst | 2001 - 2002

- Performed primary research & analysis, designed surveys, worked with university researchers, developed market models & visited companies.

Education

Harvard University

M.S. Health Policy & Management ~ Boston, MA

University of California at Berkeley

B.A. Psychology ~ Berkeley, CA