



# Jessica Davies

UX Researcher | UX Designer | Strategist

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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