




Jennifer Cooper

UX Researcher & Designer

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Overview

I am a passionate and driven User Experience Designer whose key interests lie in engaging early-stage opportunity research and concept development. I enjoy facilitating customer engagements and leading product design, working alongside experts and team members to research new technologies and develop new products.

Design Process

I am highly experienced in **design thinking** and **lean UX** practices, and an avid practitioner of **user-centered design research** and the co-design process: bringing users, business leaders, engineers and designers together through facilitated workshops to discover the most valuable problems and deliver the best solution. I have experience and skills in the full spectrum of the **design process**: design strategy, field and lab research, user interviews, synthesis, ideation, sketch and wireframing, hi- & lo-fidelity prototyping, user testing and product development.

Professional Career

Staff UX Designer <i>June 2018-Present</i> <i>GE Digital, USA</i>	I currently lead design for OPM (Operations Performance Management) tools, facilitating alignment across GE, responsible for research and design strategy for several business units.
Sr UX Designer <i>2016-June 2018</i> <i>GE Digital, USA</i>	Led concept design and development for PaaS (Platform as a Service) and APM (Asset Performance Management) tools for businesses in the industrial internet space.
UX Designer <i>2014-2016</i> <i>GE Digital, USA</i>	Led research, design and prototyping for future flight deck research programs, using emerging interface technologies and practices. Led customer engagements and design projects for prototype aviation enterprise products.
UX Designer <i>2012-2013</i> <i>GE Aviation, USA</i>	Applied UX Lean Design Processes to design operations and asset optimization tools for airlines, airports and OEMs. Drove the growth of GE Design by evangelizing design thinking techniques.
Systems Engineer <i>2009-2012</i> <i>GE Aviation, UK</i>	Research and development for the future of flight deck systems, emerging technologies and SPO (Single Pilot Operations). Symbology and use case specialist for onboard embedded Systems.
Systems Eng. Grad <i>2007-2009</i> <i>GE Aviation, UK</i>	2-year graduate program designed to accelerate leadership growth. Specialized in onboard embedded military and civil flight deck systems.

Education

MEng Aerospace Engineering
Sheffield University, UK

Experiences and Achievements

Master of Ceremonies @ 'Primer' 2017 & 2018
Speaker @ SXSW Eco 2016
Patents Pending and Awarded in Aviation and technology:
20180032073; 20170345318; 20170210484; 20130245860; 20160307100