

# Jennings Hanna — Interaction Designer

Hi, I'm Jennings and I'm an Interaction Designer. I'm particularly interested in roles involving User Experience, Design Strategy, Content Strategy, and Product Design. You can learn more about my work at [JenningsHanna.com](http://JenningsHanna.com) or by contacting me via e-mail at [JenningsHanna@gmail.com](mailto:JenningsHanna@gmail.com) or by phone at (918) 576 3165.

## School History

- 2014 The School of Visual Arts, Department of Interaction Design, MFA  
2005 The School of the Art Institute of Chicago, BFA with focus in Art and Technology

## Professional Experience

- JAN 2015 TO NOV 2015  
**Fellow, Interaction Designer with Code for America**  
Jen Pahlka, Executive Director and Founder  
I was chosen as a Code for America fellow in 2015. The team and I worked with the city of Albuquerque—specifically Mayor Richard Berry's Office and the Consumer Financial Protection Bureau, on a product to support and uphold financial wellness among the residents of the city. As the designer, my role was to work on the concept and strategy, build prototypes and eventually a pilot, and negotiate ownership when the fellowship closed. Our team spent the first half of the year doing research in Albuquerque and interviewing nearly 150 leaders in the city and the community. We then built a financial wellness tool that links local organizations to resources through a simple online evaluation. In the end, we assisted residents with understanding their financial well-being by offering them services that help them get back on their feet faster. We also provided the city and various organizations with an important dataset revealing the state of financial health in this community.
- NOV 2006 TO JUL 2012  
**Designer, Project Manager with tMOSS Design**  
Toni Moss, Principal  
I began working with Toni as a freelancer while I was making coffee in a local book store to pay rent after college. Young and eager to make digital products, I supported her with building clients websites. Within a few months I was brought on as the second hire. In the many years that followed we grew a successful design firm with a dozen clients. We moved from our garage office into a real office in Tulsa's oldest art deco skyscraper, the Philtower. We kept the firm small and delighted our clients with digital and print products often. Although I left to go to pursue graduate school in NYC—the firm continues to serve many of the same happy clients to this day.
- SEPT 2014 TO JAN 2015  
**Strategist, Senior Content Designer with NFL Media**  
Carmen Dukes, Sr. Dir. Video and Media Content  
My work at the NFL included many projects, the biggest of which was a product released during the 2015 season titled Spiral ([spiral.nfl.com](http://spiral.nfl.com)). I created the initial product research and validation, scoped the product, and sketched the early concepts. Once the idea was solidified, Carmen and I pitched it for funding and got the green-light. Other digital projects I worked on included off-field features, Super Bowl bracket interactives, and collaborating with NFL Films and other digital content teams to design the online delivery experience.
- MAY 2013 TO APR 2014  
**Co-op, User Experience Designer with Metropolitan Transit Authority of NYC**  
Mike Salvato, E.D. EAM, Office of the President  
In 2013 I was offered the first User Experience design position ever at NYC Transit. My role in the Enterprise Asset Management department was to assist in delivering digital solutions for managing inventory, maintenance, and the regular overhaul of a extensive network of bus and subway assets. I facilitated workshops with executive stakeholders from all NYCT agencies and conducted further surveying and interviews of employees throughout the ranks. I then worked with a team of data scientist and business analyst to compile and synthesize our findings into a large requirements document. The requirements were then presented to many leading tech companies for public bids including IBM, Accenture, Infor, and others. In addition to my work on the requirements I also facilitated a workshop in collaboration with the School of Visual Arts Interaction Design Department to bring together executives and students to create new and unique data visualization techniques and analysis for the agencies executive board books. I also helped them improve communication processes internally by working with the communications team to update internal digital content and communication strategy.

## Highlighted Projects, see full case studies at [JenningsHanna.com](http://JenningsHanna.com)

JUN  
2014

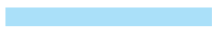
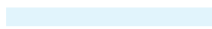
**Meyer Cornell Cancer Center,**  
[www.MeyerCancer.Weill.Cornell.edu](http://www.MeyerCancer.Weill.Cornell.edu)  
User Experience Design and Information Architecture. I worked with the directors of a new facility in NYC to create the experience for a website that focuses on helping patients, students, and doctors navigate services offered.

APR  
2013

**Déjà Vu by You,**  
[www.dejavubyyou.com](http://www.dejavubyyou.com)  
Co-Creator. A project and side business for sending yourself customized postcards to the future. Currently looking for partnerships where proceeds go to non-profits whose missions help young people learn to write and code.

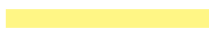
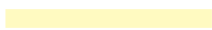
## Skills

### Storytelling:



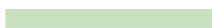
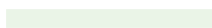
... I've been passionately telling stories with media since childhood.

### Interaction Design:



... I'm a "create with, not for" kind of designer.

### Design Research:



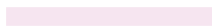
... My first step is always getting to know our users behavior.

### Content Strategy:



... I'm meticulous and exercise focus and clarity in my work.

### Business Development:



... I helped run a small business and have 10+ years experience with clients.

### Front-End Development:



... Although it's not my everyday, it's my strongest trade skill.

### Graphic Design:



... I love color and typography but I don't get to use them often enough.

## References

### Alex Wright, Sr. Director of User Research at Etsy

[awright@etsy.com](mailto:awright@etsy.com)

Alex was my thesis advisor in graduate school and continues to support me with inspiration and mentorship. He used to lead the R&D lab at the New York Times and is currently with Etsy in Brooklyn, NY.

### Carmen Dukes, Sr. Director of Video and Content at NFL Media

(267) 738 - 1669 | [Carmen.Dukes@NFL.com](mailto:Carmen.Dukes@NFL.com)

Carmen and I graduated from the same graduate school five years apart. Since graduating I worked with her at the NFL and we continue to share our ideas and connect.

### Breeze Richardson, Director of Communications Kansas Board of Regents

(773) 348 - 0175 | [Breeze.Richardson@gmail.com](mailto:Breeze.Richardson@gmail.com)

Breeze has been a long time professional mentor and close family friend for over ten years. We met when we co-founded the Chicago League of Young Voters together in 2003. Since then, she been a VP at Chicago Public Radio and now is the head of Communications for the Kansas Board of Regents.