Jesyka Palmer

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Experience

Design Researcher | Jul 2014 - Present
IBM Design Practices

Increase the practice and competency of design research across IBM business units to ensure that the offerings IBM creates are built with empathy and provide measurable user value.

Lead Designer | Dec 2012 - Present
Marie Antoinette's Gluten-Free Bake Shoppe

Design omni-channel experiences across social media accounts, branding, websites, print, customer service, and employee managament. Forecast product sales and analyze data to increase gross revenue and lower cost of goods sold.

Lead UX Designer & Co-Founder | Apr 2013 - Aug 2013
Sisasa, Inc.

Led design team and produced final UX specification documents. Aligned engineering, design, and marketing around the creation of an Android mobile banking app while in the GIGTANK Start-Up Incubator.

Enterprise Visualization | Jan 2013 - Jun 2013
Perficient

Created interactive prototypes, conducted competitive research, and developed information architecture strategies for clients in the automotive and healthcare industries.

Experience Consultant | Jan 2013 - Apr 2013
oDesk

Conducted user interviews, surveys, competitive research, heuristic evaluation, and usability testing to enhance user experience.

Experience Consultant | Sept 2012 - Dec 2012
Growing Hope

Performed contextual inquiries to generate insights and recommendations that improved the user experience.

Education

University of Michigan
School of Information
Master of Science in Information

Wellesley College
Bachelor of Arts

Skills

Methods
Cognitive Walkthrough
Comparative Analysis
Competitive Analysis
Contextual Inquiry
Empathy
Heuristic Evaluation
Personas & Scenarios
Site Maps
Survey Design
Usability Testing
Use Cases
User Interviews
Wireframes
Workflow Modeling

Tools
Adobe CC
Git
Invision

Programming
HTML / CSS
Python
R