

Jesyka Palmer

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Accomplishments

Enabled teams to drive user value through research

Design research across IBM portfolios was inconsistent in delivering actionable insights and user outcomes. Along with a colleague, I lead this practice through mentoring and enabling teams to conduct research with speed. We empower the whole team to identify user needs and market opportunities. IBMers across the company now utilize our framework, resulting in higher research collaboration across disciplines.

Increased gross revenue and reduced business costs

A start-up was struggling to scale as they expanded both their vendor distribution list and product catalog. I conducted quantitative analyses and found insights that could decrease cost of goods sold while maintaining product variety. The solution consolidated many food products, streamlining their ingredients supply chain. Responding to market trends, I also proposed a new product that reinforced their brand and became one of the company's top-selling items.

Experience

IBM Design Research Practice Lead | Jul 2014 - Present
IBM Design Practices Team

Increase the practice and competency of design research across IBM business units to ensure that IBM offerings 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 management. Forecast product sales and analyze data to increase gross revenue and lower cost of goods sold.

Co-Founder & Lead Designer | 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.

Improved client communications across business units

IBM's client-relationship process lacked a unified communications approach, resulting in organizational churn. I was chosen to lead a key research initiative to improve maintenance and visibility. After rounds of qualitative research, we analyzed findings and presented them to SVPs. By reframing the problem to address root cause, our implemented solution improved client satisfaction and IBM executive awareness.

Reversed new hire information overload

New hires were overwhelmed during their first days at a new company. Using design thinking, our multidisciplinary team found insights around wayfinding, team structure, and studio culture. The implemented solution of a guide book, mailed with the user's offer letter, included best practices to hit the ground running such as: maps, studio etiquette, collaboration tips, and designer habits. The physical artifact gave these digital workers a concrete reference point.

Skills

Methods

Co-Design
Competitive Analysis
Contextual Inquiry
Experience Mapping
Heuristic Evaluation
Personas
Survey Design
Usability Testing
User Interviews
Wireframes

Tools

Adobe CC
Git
Invision

Programming

HTML / CSS
Python
R

Speaking

IBM Austin International Women's Day 2016
IBM Design Thinking: Human-centered outcomes at speed and scale

IBM @ SXSW 2015
Six Degrees of Separation: Practicing Successful Collaboration in Spite of Distance and Difference

Education

University of Michigan
MS in Information, HCI

Wellesley College
BA, Theatre Studies