

# 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 management. 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