



Jessica Blanchard

Lead UX Designer

jessblanchard.design
hello@jessblanchard.design
github.com/jessblanchard
linkedin.com/in/jessblanchard
516.851.4426

Skills

Surveys & User Interviews
Personas
Market Analyses
Sketching
Wireframing
Brand Strategy
Visual Design
Prototyping
Usability Testing
A/B Testing
Frontend Development
Responsive Web Design
Scrum Framework

Tools

Sketch
Figma
Adobe XD, InDesign
Invision
Usability Hub
Atom
Git & Github
Mailchimp
WordPress
Google Analytics
Jira

Coding

HTML
CSS
Javascript

Education

Bloc.io UX/UI Design
Apprenticeship, 2019

Vanderbilt University
B.S. Interdisciplinary
Studies: Social
Psychology, Gender
& Deviance, 2008

Experience

Senior UX Designer Heartbeat Ideas / Publicis Groupe, 2020 - Current

Supports accounts at Publicis agencies including Heartbeat, Langland, Hawkeye & Saatchi & Saatchi Wellness

- Prepares heuristic, UI, content, competitive & accessibility audits
- Creates sitemaps, wire frames, prototypes, functional annotations and functional specification documentation
- Presents designs to clients, correlating design decisions to strategic objectives
- Presents designs to legal review boards (PRC, GRC, MLR, etc.) to demonstrate that functionality meets FDA guidelines
- Prevents client exposure to potential ADA violation lawsuits by adhering to Web Content Accessibility Guidelines (WCAG) in complex and challenging situations
- Consults art, copy and development teams to ensure usability and accessibility best practices are carried through each phase to launch
- Serves as key contributor to agency adoption of accessible design standards (WCAG 2.1 AA minimum)
- Serves as key contributor to strategy, design and implementation of proprietary new Anatomy design system; designs responsive components, writes documentation, collaborates with dev team on designing workflow for content authors
- Champions streamlined workflows and design tool education across disciplines
- Mentors junior designers on best practices and complex problem solving

Product Designer, Founder Clara Arts, 2015 - 2020

- Designed e-commerce site powered by WordPress, catalogs, email campaigns and social media content for community of 27 K+; managed artists, curated and produced annual exhibition. Consulted on digital design & development of artist sites.

Freelance Photographer W4th & Melrose, 2015 - 2020

- Shot and post-processed for fashion & beauty, product, and travel. Coordinating makeup artists, stylists, models and clients for compelling visual storytelling.

Office Manager Elenion, 2016 - 2020

- Managed corporate office operations for a bi-coastal 70+ member team, produced two trade shows annually for an average of over 10 K attendees and designed marketing material.

Project Coordinator LeFrak, 2014 - 2016

- Designed a plan to digitize and provide enterprise access to over thirty years of real estate development project files. Managed a \$4 M environmental remediation reimbursement claim.

Director of Administration Revoltagen, 2012 - 2013

- Established a new productivity tracking system that improved corporate office and auditor fleet efficiency.