



# Jessica Blanchard

Lead UX Designer

jessblanchard.design

hello@jessblanchard.design

github.com/jessblanchard

linkedin.com/in/jessblanchard

## 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

### UX Specialist Healthcare Consultancy Group / Omnicom Health Group, 2022 - Current

Supports accounts at *The Scienomics Group, Synergy, Health Science Communications, ProEd, Lumen and Chameleon*

- Serves as team lead for shared service user experience and research department
- Unifies user experience design vision, process and education across multiple agencies with unique processes
- Plans and presents UX education to agency disciplines
- Contributes to scopes, budgets and pitches
- Prepares heuristic, UI, content, competitive & accessibility audits
- Creates sitemaps, wire frames, prototypes, functional annotations and functional specification documentation
- Leads user research practice, overseeing and facilitating user surveys and moderated and unmoderated quantitative and qualitative user testing sessions
- Collaborates with stakeholders to ensure that designs support strategic objectives
- Presents designs to legal review boards (PRC, GRC, MLR, etc.) to demonstrate that functionality meets regulatory guidelines
- Prevents client exposure to potential accessibility violations 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
- Mentors junior designers on best practices and complex design problem solving

### UX Instructor Career Foundry, 2021 - Current

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

- Provides motivational feedback and advice to students both in writing and via video calls on creating an industry-ready portfolio of project work in line with current standards and best practices
- Crafts individualized video reviews of student work, highlighting creative successes, and areas for improvement to showcase in-demand skills and design processes
- Works closely with tutors to evaluate student work and give actionable suggestions to improve the quality of student submissions
- Applies extensive industry experience to guide students on potential career paths within their field of study

### Freelance UX Designer & Mentor Jess Blanchard Design, 2015 - Current

- Prepares heuristic, UI, content, competitive & accessibility audits
- Creates sitemaps, wire frames, prototypes, functional annotations and functional specification documentation
- Leads user research practice, overseeing and facilitating user surveys and moderated and unmoderated quantitative and qualitative user testing sessions
- Collaborates with stakeholders to ensure that designs support strategic objectives
- Coordinates with creative design and development vendors and in-house teams to ensure seamless project delivery



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## Experience Continued

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

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

- Prepared heuristic, UI, content, competitive & accessibility audits
- Created sitemaps, wire frames, prototypes, functional annotations and functional specification documentation
- Presented designs to clients, correlating design decisions to strategic objectives
- Works with client's promotional review committees to ensure that designs align with regulatory guidelines.
- Ensured that design meet Web Content Accessibility Guidelines (WCAG) in complex and challenging situations
- Consulted art, copy and development teams to ensure usability and accessibility best practices are carried through each phase to launch
- Served as key contributor to agency adoption of accessible design standards (WCAG 2.1 AA minimum)
- Served as key contributor to strategy, design and implementation of design system; designs responsive components, writes documentation, collaborates with dev team on designing workflow for content authors
- Championed streamlined workflows and design tool education across disciplines
- Mentored junior designers on best practices and complex problem solving

### 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.