



# Jessica Blanchard

## UX/UI Designer

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### Skills

Surveys  
User Interviews  
Personas  
Market Analyses  
Sketching  
Wireframing  
Brand Strategy  
Visual Design  
Hi-fidelity Prototyping  
Usability Testing  
A/B Testing  
Frontend Development  
Responsive Web Design

### Tools

Sketch  
Figma  
Adobe CS  
Invision  
Marvel  
Usability Hub  
Atom  
Git & Github  
Mailchimp  
WordPress  
Google Analytics

### 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

- Prepares heuristic, UI, content & competitive audits, recommendations for UI component optimization, site maps, wireframes, prototypes and functional specifications for pharmaceutical & healthcare projects.

#### Product Designer, Founder Clara Arts, 2015 - 2020

- Designing e-commerce site powered by WordPress, catalogs, email campaigns and social media content for community of 27 K+; managing artists, curating and producing annual exhibition. Consulting on digital design & development of artist sites.

#### Freelance Photographer W4th & Melrose, 2015 - 2020

- Shooting and post-processing 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.

#### Administrative & Social Media Coordinator Mazor Robotics, 2011 - 2012

- Selected a site, managed its buildout and established all of the US operating procedures for Israel based company's expansion to the US. Established and managed the company's social media strategy and coordinated trade show activities.

#### Administrative Assistant Lighthouse Development Group, 2008 - 2010

- Organized community marketing and outreach at 40+ games per season with over 12K average visitors. Managed office, accounting and vendor negotiations for \$3.74 B initiative to redevelop the site of the Nassau Veterans Memorial Coliseum.