



Jessica Blanchard

Senior 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 industry projects.

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.

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.