



# 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

#### UX Design Apprentice Bloc.io, 2018 - 2019

- 800+ hour immersive design program teaching the core principles of UX/UI design and frontend development for mobile and web design through a project-based curriculum and regular mentorship from industry professionals.
- Intent Partners is a social impact consultancy that provides a suite of mapping tools to help businesses commit to social responsibility and consumers support those businesses. Deliverables included UX/ UI design & brand strategy.
- Verve is a cloud storage app that promotes wellness by prioritizing self care data and offering useful insights. Deliverables included UX/ UI design & brand strategy.
- BusyBus is a transit tracker that needed a solution to inform users on the status of departing buses. Deliverables included UX/ UI design, brand strategy & frontend development.

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

- 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 - Current

- 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 - Current

- Managing corporate office operations for a bi-coastal 70+ member team, producing two trade shows annually for an average of over 10 K attendees and designing 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.