Jessica Blanchard UX/UI 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

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

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

Administrative & Social Media Coordinator Mazor Robotics, 2011 - 2012

 \cdot 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.