Kelsey Jacobsen

Digital Product Designer

I'm a **UX and UI designer** with a background in marine conservation. Years of research and consulting brought skills I now depend on through the **design process** - from competitive analysis to user surveys to product presentation. Opportunities that excite me the most involve **distilling information** into **pleasing visuals and interactions**.

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Oakland, CA

Projects

dogear | Desktop and mobile prototype

Concept, brand, and prototype development for a cloud storage platform to ease the writing process. Final assets created with Adobe Illustrator and Figma. View case study: kelseyjacobsen.design/dogear

The Azizi | Print collateral

Brand development and outreach materials for a museum concept, The Azizi, including business cards, letterhead, poster, brochure, and more. Final assets created with Adobe Illustrator and InDesign.

Recent Work Experience

Director (formerly Associate, then Senior Associate)
Blue Earth Consultants, a Division of Eastern Research Group, 2014-2019

As a senior team member, I assisted coastal conservation/management clients in developing strong organizational strategies.

- **Project Management:** Managed multiple clients, projects, timelines, budgets, and junior staff
- **Discovery and Analysis:** Led research processes with surveys, interviews, and web research, and synthesized findings
- **Deliverables:** Developed strategic documents, presentations, and process graphics
- **Brand Identity:** Took initiative to overhaul the look and feel for the Division's deliverables

Education

UX/UI Design
Bloc.io, 2018-2019

In final stages of a 500+ hour project-based program under the mentorship of accomplished design professionals; led the full design process for two products plus some frontend coding (HTML, CSS, JavaScript, JQuery).

Masters of Environmental Science and Management
Bren School of Environmental Science & Management, 2010-2012

Bachelor of Arts, Environmental Studies (Minors in Art and French)
Connecticut College, 2004-2008

Skills

Survey design and problem identification
Qualitative and quantitative analysis
Mapping user stories and flows
Wireframing and prototyping
User and preference testing
Branding and style guides
Design system implementation
Basic frontend

Tools

Adobe Illustrator, InDesign, AfterEffects, LightRoom
Atom
Figma
Google Forms
InVision
Keynote, Pages, Numbers for Mac
Microsoft PowerPoint, Word, Excel, Outlook
Sketch
Tableau
Usability Hub

Side Pursuits

Backpacking trips
Trail runs
Scuba diving
Loosely following new recipes
Illustrating a book
Leash training my cat