

# 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**.

## 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](http://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

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## 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  
Whimsical

## Side Pursuits

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