Kelsey Jacobsen

Digital Product Designer

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

www.kelseyjacobsen.design

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Oakland, CA

Projects

Dively | Mobile mockups and animated interactions

Concept, brand, and prototype development for a mobile app for scuba divers. Final assets created with Adobe Illustrator, Sketch, and Principle. View case study: kelseyjacobsen.design/dively

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

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.

- **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
- **Project management:** Managed multiple clients, projects, timelines, budgets, and junior staff

Education

UX/UI Design

Bloc, 2018-2019

Completed a 1,500+ hour project-based program under the mentorship of accomplished design professionals; led the full design process for two products plus front-end coding (HTML, CSS, JavaScript, jQuery).

Master 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
- Front-end coding

Tools

- Adobe Illustrator, InDesign, AfterEffects, LightRoom
- Atom
- Figma
- Google Forms
- Git
- InVision
- Keynote, Pages, Numbers for Mac
- Microsoft PowerPoint, Word, Excel, Outlook
- Principle
- Sketch
- Tableau
- UsabilityHub
- Whimsical

Side Pursuits

- Trail running
- Scuba diving
- Loosely following new recipes
- Illustrating a book
- Leash training my cat