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 **visually distilling data and information** within intuitive user flows.

Projects

dogear | Desktop and mobile prototype
Allows writers to save, organize, annotate, and create linked outlines to ease their writing process. Final assets created with Adobe Illustrator and Figma. [portfolio link placeholder]

The Azizi | Print collateral
Branding and outreach materials for a museum, The Azizi, including business cards, letterhead, poster, brochure, and more. Final assets created with Adobe Illustrator and InDesign.

Recent Work Experience

Director (first Associate, then Senior Associate)
Blue Earth Consultants, a Division of ERG, 2014-2019

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

- **Project Management:** Managed multiple clients, projects, timelines, budgets, and junior staff
- **Discovery and Analysis:** Led research processes with the web, surveys, and interviews, 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, 2019

Completed a 500+ hour project-based program under the mentorship of an accomplished design professional; led the full design process for 2+ 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

[portfolio link]

kelseyingrid@gmail.com

linkedin.com/in/kelseyingrid

Oakland, CA

Skills

Project management
Survey design
Wireframing and prototyping
User and preference testing
Qualitative and quantitative
 data analysis
Brand development
Visual design
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