

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. View case study: kelseyjacobsen.design/dogear

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

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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