JENNIFER ANDERSON

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I am a senior-level UX designer and information architect with nearly 20 years of digital design experience. My specialties include user research and discovery, working with high-level stakeholders, wireframing, and rapid prototyping. My tools include Sketch, InVision, UXPin, OmniGraffle, XMind, the Adobe Creative suite, and hand-coding in HTML and CSS/Sass.

EXPERIENCE

HOOK & LOOP   June 2015 – present
Senior Information Architect

• Design and execute detailed wireframes and prototypes that illustrate layout, interactivity, and visual treatment

• Conduct user research such as interviews, surveys, and interface efficacy testing

• Guide content owners to create effective experiences

• Work with graphic design and coding teams to iterate final UI

Current projects:

• New design direction for Infor.com (parent company website)

• Integrated use case and design documentation

• User journey mapping of high-traffic site areas

• Introduction of collaborative testing practices into current team workflow

THE NEW YORK PUBLIC LIBRARY   August 2007 – March 2015
Senior User Experience Designer

• Built HTML/CSS/jQuery prototypes for development into mobile-ready web interfaces

• Wireframed projects

• Translated NYPL brand to digital contexts

• Built NYPL's first rapid prototyping system

• Led introduction of wireframing into standard web design process

• Created first NYPL.org visual design patterns

• Co-founded content strategy working group

• Led and executed redesign of the Digital Gallery

THE NEW YORK PUBLIC LIBRARY   May 2006 – August 2007
Specialist, Digital Library Department

• Researched and prepared art and art books for digitization

• Compiled and added item- and collection-lev architectural metadata to the system database

THE METROPOLITAN MUSEUM OF ART   January 2006 – May 2006
Web Designer, The Thomas J. Watson Library

- Designed and planned code structure for library portal project

- Supervised meetings of library portal project committee

PRATT INSTITUTE   2003 – 2007
Web Assistant, History of Art and Design Department

- Assisted the History of Art and Design department office, including the Chair, with web and internet issues

- Built several class websites, including History of Art and Design department site

- Maintained department computers and software

FREELANCE WEB DESIGNER   2001 – 2005

Clients included Jonathan Green, international journalist; FoodHealer, food/nutrition blog; GoalQuest, interne education company; Bedford St. Martin's, publisher.

COOLFIRE.INTERACTIVE   1999 – 2001
Digital Designer

- Designed and built websites and e-card systems for clients

- Supervised art department "Design Council," including design critiques and resource library

- Designed and programmed agency intranet

EDUCATION

PRATT INSTITUTE   2003 – 2007

MLS and MS, Library and Information Science, History of Art and Design

Thesis (History of Art and Design): "Strange Places: Illustrating the Otherworldly in Mike Mignola's Hellboy"

SMITH COLLEGE   1991 – 1995

Bachelor of Arts, Comparative Literature, Art History