JENNIFER GARNETT

A creative and detail-oriented UX Design professional with over 9 years of experience working with Fortune 500 companies. Highly experienced in creating concepts utilizing wireframes and quick-to-fidelity prototypes, employing technology, user-centered design, and business strategy. History of developing and implementing standardized design systems to improve product consistency. Skilled in conducting user research to uncover insights that drive intuitive and innovative solutions within technical limitations, platform capabilities, and constraints. Committed to designing simple yet visually appealing solutions that blend desirability with functionality. Adept at collaborating with cross-functional teams to ensure seamless user experiences.

Bristow, VA | 571-329-3444 | j2garnett@gmail.com | www.linkedin.com/in/jengarnett/

EDUCATION

IOWA STATE UNIVERSITY - Ames, IA
MS in Engineering: Human-Computer Interaction

AGNES SCOTT COLLEGE - Decatur, GA
BA in Psychology

CERTIFICATIONS

Enterprise Design Thinking Practitioner, Enterprise Design Thinking - Team Essentials for AI, Trustworthy AI & AI Ethics

CORE COMPETENCIES

- User Research & User Experience
- Information Architecture
- Wire-framing, Mockups & Prototypes
- Research & Documentation
- Strategic Planning
- Leadership & Mentoring
- Teamwork and Cross-functional Collaboration
- Stakeholders Engagement
- Presentation Skills
- UI/UX design
- Design Strategy
- Interactive Design
- AI and AI Ethics
- Requirements Management
- Communication and Problem Solving
- Project Management

AFFILIATIONS

Member of Association for Computing Machinery (ACM)
Member of SIGCHI (ACM Student Chapter, Iowa State)

WORK EXPERIENCE

IBM - Remote (Bristow, VA)
UX Designer & Research   August 2016 - Present

- Conceptualize user interfaces and workflows with attention to human-computer interaction and user-friendly design best practices.
- Conduct user and design research through surveys, interviews, and usability studies to identify issues and guide end-to-end UX design and development process, ensuring a user-centric approach.
- Using Figma to communicate product vision and strategy, create specific UX deliverables, such as models, storyboards, journey maps, wireframes, and other design artifacts and prototypes.
- Work with UX researchers to test concepts with users and integrate findings into the design direction through low and high-fidelity mockups, patterns, prototypes, and development-ready specifications.
- Collaborate with cross-functional teams and multiple stakeholders, including product management, engineering, sales, and marketing, to craft UX solutions that align with business objectives and user needs.
- Review existing digital products and processes and influence design, direction, and development decisions to improve the user experience on internal and external products.
- Help the UX design team to create, evaluate, and iterate rapid UI prototypes to support key design decisions early and often throughout the design process.
- Gather data through user research and task observation, aligning insights with business requirements to design a user interface that reflects the user's mental model.
- Contribute to strategic project planning by representing user needs, prioritizing backlog items, and shaping the project roadmap for optimal user experience.
- Co-facilitate user experience design workshop sessions and illustrate design ideas using storyboards, process flows, and sitemaps.
- Provide leadership, guidance, and mentorship to a team of 6 junior designers and improve team collaboration and productivity through open communication and a shared focus on user-centered design principles.
- Champion agile and design thinking methodologies and successfully manage projects from start to completion with minimal oversight.
- Iterate and refine design concepts through rapid prototyping and continuous user feedback.
- Create personas, led heuristic reviews, & visualized customer flow maps in Illustrator.

PROJECT WORK AT IBM
Project 1: UX Design for an Internal Website Builder
Overview: The purpose of this project was to create, improve, and expand the functionality of an internal website builder, focusing on creating an intuitive and efficient user experience for employees and teams.
Key Contributions and Achievements

- Conducted extensive user research, including interviews and usability testing, to identify key pain points and opportunities for improvement in the existing website builder.
- Designed an intuitive drag-and-drop interface, real-time preview, and user-friendly CMS.
- Developed wireframes and prototypes that optimized user workflows for common website creation tasks, such as building team pages, contact forms, blogs, and FAQs.

- Designed a library of customizable, brand-compliant templates to accelerate website development and ensure design consistency.
- Advocated for and incorporated accessibility best practices into the design process.
- Actively participated in feedback sessions and incorporated user feedback into design iterations to continuously improve the website builder.

Project 2: Executive Dashboard with Data Visualization and Admin Interface
Overview: This project aimed to design and develop an executive dashboard that provided real-time insights into key business categories through interactive data visualizations.
Key Contributions and Achievements
- Conducted user research with executive stakeholders to understand their data needs and workflows.
- Designed interactive dashboards with customizable scorecards, charts, and graphs for trend identification and drill-down capabilities for deeper analysis.
- Created personalized dashboard views while ensuring responsive design for accessibility across desktop and mobile devices, enabling executives to access critical insights anytime, anywhere.
- Designed a comprehensive admin interface for managing visualizations, creating and updating metrics, controlling user access, and maintaining a template library for standardized visualizations.
- Collaborated with developers on iterative design and implementation.
- Contributed to the development of documentation and training materials for both end-users (executives) and administrators, ensuring smooth onboarding and maximizing platform adoption.

Project 3: Visioning AI Applications for Enhancing a Website Builder
Overview: This project focused on exploring and envisioning how Artificial Intelligence (AI) could be integrated into the existing internal website builder to enhance its functionality, efficiency, and user experience.
Key Contributions and Achievements
- Ideated AI-powered features to address key user challenges and enhance the website-building process.
- Identified and defined compelling use cases for AI, including smart website design assistance, AI-powered content generation, personalized recommendations, automated testing and optimization, and dynamic content adaptation.
- Conducted user research to understand current pain points and uncover opportunities where AI could provide the most significant value.
- Developed prototypes and mockups demonstrating the potential of key AI features, such as AI-driven layout recommendations, automated content generation, and personalized design suggestions.
- Developed a strategic vision and conceptual roadmap for AI integration.
- Communicated the vision for AI-powered enhancements to key stakeholders through presentations and demonstrations. Conveyed the potential benefits of AI integration and secured buy-in for future development efforts.

PYRAMID SYSTEMS, INC. - Fairfax, VA
User Experience Designer II   December 2014 - July 2016
- Created information architecture maps, wireframes, mock-ups, prototypes, and UI elements optimized for a wide range of devices and interfaces, focusing on device-agnostic design.
- Made strategic design and user-experience recommendations for core and new functions and features.
- Applied conceptual thinking across various platforms while considering user needs, business goals, and technical feasibility.
- Worked with developers to ensure that design specifications were met and implemented.
- Translated user needs and client requirements into low and high-fidelity visual concepts and prototypes for testing and aided with cross-team communication, collaboration, and development.
- Facilitated meetings, workshops, and discussions with team members to help balance user needs, technical level of effort, and timelines.
- Developed UX artifacts, reports, and presentations to present, discuss, and communicate concepts and designs with team members, stakeholders, and clients.
- Participated in usability studies to understand current user experience issues and iterated on information architecture work.
- Assisted in creating UX guidelines, user personas, workflows, and training materials to expand UX practice.
- Guided the development of user-centered solutions by leveraging impromptu design reviews and feedback sessions.
- Onboarded newly constructed projects, supporting their launch and initiating UX planning for subsequent releases.
- Conducted comprehensive content audits to assess digital assets' quality, relevance, and performance, ensuring alignment with brand standards and user needs.

INTERNSHIP EXPERIENCE

AOL - Sterling, VA
UI / Web Design Intern   April 2014 - December 2014

LEADERSHIP AND VOLUNTEER EXPERIENCE

- **Held elected positions on the Board of Directors for NOVA Roller Derby**
  - Travel Team Captain: 2015-2016
  - President: 2017
- **Member League Representative** – Virginia Roller Derby Network: 2024
- **Social Media Manager for USA Roller Derby:** 2024 to present

TECHNICAL SKILLS

Operating Systems: Mac OS X, Apple iOS, Windows (XP, Vista, 7)
Design & Prototyping Tools: Sketch, Figma, Adobe Illustrator, Balsamiq, Gliffy, Axure, Omnigraffle, Mural
User Research & Testing: UserTesting.com, Camtasia
Creative Technologies: Adobe Creative Suite (Photoshop CS5, Lightroom 4), Unity 3D, Audacity
Project Management & Collaboration: Trello, Jira, Confluence, Slack
Productivity & Business Tools: Microsoft Office Suite, Apple iWork Suite, Open Office, Intuit Quick Base
Social media & Marketing: Facebook, Google+, Meta Business Suite, LinkedIn