

Jennifer Day

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SENIOR UX DESIGNER

Product Design | User Experience Optimization | Graphic Design

Senior-level UX design SME with 20+ years' experience creating, facilitating, exploring, and implementing UX and UI concepts to drive results for customer-facing and technology-focused organizations. Track record of passionately reinventing the way customers use technology by leading and implementing design vision and strategies, articulating and presenting ideas to teams effectively, and working across organizational boundaries. Experience building and managing high performing and cohesive design teams by leading, developing, training, and providing effective coaching to attract and foster talent while supporting a culture of collaboration, creativity, and innovation. Natural intuition and sense for clean design with emphasis on creating elegant and simple user experiences. Visionary who is enthusiastic and flexible, with ability to influence through conviction, thoughtful strategies, and a commitment to culturally aligned, value-focused brand loyalty success, while setting new standards in executional and operational excellence.

SKILLS & COMPETENCIES

Data & User Research
Project Management
Workflow Management
Organizational Support
UI/UX Design

Website & Mobile Design Systems
User Centered Design
Human Computer Interaction
User Interface Design
Waterfall & Agile Methodologies

Qualitative & Quantitative Research
Prototyping Tools | Design Tools
Simple Solutions & Complex Problems
Solid Communicator
Systems Thinking

PROFESSIONAL EXPERIENCE

Navigating Cancer | Seattle, WA

2017 – Present

The leading authority in oncology patient relationship management – improving oncology care through innovative technology solutions development.

SENIOR UX DESIGNER

Combine market research, product development, strategy, and design to create seamless user experiences for products, services, and processes. Build a bridge to the customer, helping the customer better understand and fulfill their needs and expectations.

- Designed five (5) products that support care and improve outcomes for cancer patients, including Care Management desktop web app (triage & homecare), Remote Patient Monitoring (desktop & mobile), & Design System products
 - Increased service capacity of cancer patients from ~10K per week to ~20K per week
 - Serving ~3K clinicians weekly, compared to just 500 in 2017
- Influence the inclusion of user research and discovery (UX Process) to ensure the right problems are addressed and solved, steering away from opinion-based solution approach by synthesizing user research insights prior to solution-phase
- Created a cohesive and scalable Design System which has garnered positive feedback and will decrease design debt by 75%
- Drew from decades of heuristic-based research and a design-system approach to build a product that has reduced patient onboarding time by 75% and eliminated need for management oversight
- Greatly improved UX by redesigning the patient-facing Health Tracker mobile app, boosting unique active users to 70%
- Led migration from three (3) tools (Sketch, Zeplin, & Marvel Enterprise) to Figma, contributing to a \$8.5K YoY cost savings
- Steered team of UW HCDE Research Program students to create an executive presentation for the CxO organization, providing high-level insights to increase Health Tracker value add that proved to be valuable and informative to the company

Optum (formally Alere Wellbeing) | Eden Prairie, MN

2014 – 2017

Part of UnitedHealth Group, a \$100B+ pharmacy benefit manager and care services group operating across 150 countries globally and employing 10K+ employees, bringing together pharmacy services, care delivery, and data & analytics tools.

USER EXPERIENCE (UX) & VISUAL DESIGNER

- Designed, in collaboration with team of Designers, Project Managers, and Developers, incentive-based programs that promote and support improved health and wellness participants and lower healthcare costs for employers; championed UX, user-flows, wireframes, visual design, and branding
- Designed interface that encompasses all programs acquired through several M&A's, including Quite for Life, WeightTalk, and Alere Wellbeing
- Integrated newly acquired, and very successful, wellness coaching products (smoking cessation and weight management) into existing wellness platform to be sold as one trusted wellness coaching platform
- Modernized Alere Wellbeing's products, incorporated relevant content, and improved the UX, to support/onboard ~100K userbase

Wetpaint | Seattle, WA**2011 – 2014**

A digital publisher focused on churning out entertainment and celebrity news distributed across social media and ~12M unique visitors per month – acquired by Viggie for \$30M.

UX DESIGNER

Successfully navigated the ambiguity of building out and designing products and implementing designs on Wetpaint Entertainment to meet the business goal of preparing the engagement platform for acquisition.

- Built a mobile-first design and drove a transformative visual brand update, in concert with the team, resulting in the \$30M sale to a New York based web publisher
- Elevated the brand and consumer perception through a transformative visual design update, growing audience from 8M to over 12M unique visitors per month
- Partnered with the Director of UX to redesign the website, boosting page view per session by 40%

Jennifer Day Design | Seattle, WA**2002 – Present****DESIGNER & OWNER**

Collaborative designer specializing in creative direction and leading projects for graphic design, web, and print.

- Championed the graphic design of promotional booklet that marketed the 'Nike Considered' sustainable eco-friendly product-line – aligned with Nike's mission, collaborated to guide the production process, and contributed to early adoption

ADDITIONAL EXPERIENCE

Designer | Tip Top Creative | Seattle, WA

Senior Designer | Disney & ESPN Media Networks | Seattle, WA

EDUCATION, CERTIFICATIONS, & TRAINING

UX Certification – Interaction Specialty (*in progress*) | Nielson Norman Group | Fremont, CA

Professional Development Courses – User Research & Accessibility | School of Visual Concepts | Seattle, WA

Bachelor of Arts in Graphic Design | Western Washington University | Seattle, WA

TECHNOLOGY PROFICIENCY

Sketch App | Zeplin | InVision | Marvel | Figma | JIRA | Adobe Creative Suite (Cloud): Photoshop, InDesign, Illustrator

Microsoft Office Suite: Word, Excel, PowerPoint, Outlook | Google Apps | Dropbox