

# Jennifer Wright

I'm a **Senior User Experience Designer & Researcher** in Portland, OR. I design interactions and **meaningful experiences** that **solve problems** and make people's lives **simpler**.

## Recent Experience

<b>OCCU</b> 7.2022- Present Portland, OR	<b>Senior UX Designer</b> → leading projects to design & develop tools to help members self-serve → reducing costs and improving organizational efficiency → planning & conducting research; developing overall research strategy → wireframing, prototyping, testing, IA, UX writing, presentations → cross-departmental collaboration & workshop facilitation → research & design for internal tools to improve employee experience & workflow
<b>Cross Project Resources</b> 04.2022- 11.2022 Portland, OR	<b>UX Researcher</b> → design & conduct usability tests & interviews → discover, analyze, & present customer insights → transcribe, analyze, & code customer/user interviews → create presentations for client's design team
<b>Develop for Good</b> 11.2021 - 8.2022 Portland, OR	<b>UX Designer</b> → designed Hazard for the Environmental Defense Fund: a web-based tool for people to report pollution incidents → collaborated as the sole designer on a team of software engineers and project managers → wireframing, prototyping, testing, branding, accessibility concerns, and research
<b>Strange Times Studio</b> 2015 - 2021 Portland, OR	<b>UX, Service, &amp; Visual Designer</b> → design & research work to improve the user experience & profitability of websites, online shops, and services → collaborate with small business owners to design & implement systems that scale → design & iterate on brand guidelines and design content → develop pricing and operational procedures
<b>Good Clean Love</b> 2018 - 2019 Eugene, OR	<b>Product Development &amp; Sales Manager</b> → led a major project to establish a product development process & pipeline → delivered sales presentations to business critical partners nationwide for a women's healthcare startup → collaborated with outside consultants to establish & train inaugural inside sales team

## Education

<b>Thomas Jefferson University (formerly Philadelphia University)</b>	<b>Industrial Design (Bachelor of Science)</b> Industrial Design w/ a focus on: → intersection of business & design → sustainable design → materials exploration
<b>DesignLab</b>	<b>User Experience Design &amp; Research</b> Projects included: → Circularity: App to support zero waste manufacturing & design → Headspace: New features for the popular meditation app
<b>Stanford Online</b>	<b>Mastering Product Management</b>
<b>Udemy</b>	<b>Microcopy &amp; UX Writing</b> Projects included: → Created a UX Copy guide for my organization

## Contact

jennwright.net  
hello@jennwright.net  
linkedin.com/in/jenniferwrightpdx

## Experience

7 years design  
10+ years creative problem-solving  
7 years people management

## Industries

Financial sector, Enterprise software, Manufacturing, Consulting, B2B sales, Sustainability, Wholesale

## Skills

- Design
  - ▶ UX Design
  - ▶ Interaction Design
  - ▶ End-to-end product development
  - ▶ Responsive Design
  - ▶ Prototyping
  - ▶ Wireframing
  - ▶ Storyboarding
  - ▶ Service blueprints
  - ▶ Heuristic evaluations
  - ▶ Style & copy guides
  - ▶ Information architecture
  - ▶ UX writing & microcopy
- Research
  - ▶ Usability testing
  - ▶ Quantitative & qualitative research
  - ▶ Data analysis & synthesis
  - ▶ A/B testing
  - ▶ Interviews
  - ▶ Surveys
- Everything else
  - ▶ Project management
  - ▶ Product ownership
  - ▶ Process improvement
  - ▶ Conflict resolution
  - ▶ Relationship management
  - ▶ Navigating complexity & ambiguity

## Tools

- ▶ Figma
- ▶ UserTesting, UserZoom, Userlytics
- ▶ Sketch
- ▶ Abode Creative Suite
- ▶ Optimal Workshop
- ▶ Miro, Mural
- ▶ Notion
- ▶ Microsoft 365
- ▶ Google Workspace
- ▶ Asana, Trello
- ▶ Airtable