



Jessica Blanchard

Product Design (UX/UI) Team Lead | Employing user empathy, human computer interaction science and cognitive psychology to bridge the gap between user needs and business goals. I'm currently designing for more optimal digital experiences in healthcare.

jessblanchard.design

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Skills

Stakeholder Interviews & Workshops
External User Surveys
External User Interviews & Workshops
Personas
Competitive Analysis
Analytics Reviews
Heuristic Analyses
UI/Interface Audits
Gap Analyses
Accessibility Audits
User Stories
Journey Maps
Use Cases
User Flows
Card Sort studies
Sitemaps
User Tests
Story Boards
Wireframes
Prototypes
Creative Mockups and Layouts
Style Guides
Usability Testing
A/B Testing
Functional Specifications
Module Matrices
Functional QA
Front-end Development
Responsive Web Design
Agile Design Methodology
Lean Design Methodology
Design System Management
Interaction Design
Salesforce
Bootstrap
Conversational Design
LLM & NLP

Experience

UX Specialist Healthcare Consultancy Group / Omnicom Health Group, 2022 - Current

Supports accounts at The Scienomics Group, Synergy, Health Science Communications, ProEd, Lumen and Chameleon

- Leads product design team in unifying the user experience and interface design vision across multiple partner agencies
- Plans and presents user-centered design education and advocates for design thinking
- Contributes to agency scopes of work, budgets and pitches, identifying unique solutions to deliver improved performance within project budget
- Directs team development and working framework through internal education, team building and planning workshops
- Mentors junior designers on best practices and creative problem-solving
- Prepares UX heuristic, user interface, content, competitive & accessibility audits
- Facilitates user surveys and moderated and unmoderated quantitative and qualitative user testing sessions
- Leads end-to-end product design by creating sitemaps, wireframes, prototypes, functional documentation, and participating in quality assurance.
- Collaborates with cross-functional team and stakeholders to ensure that designs support clients' strategic business objectives
- Ensures that designs meet regulatory and Web Content Accessibility Guidelines (WCAG) in complex and challenging situations
- Consults art, copy and development teams to ensure usability and accessibility best practices are carried through each phase to launch

UX Instructor Career Foundry, 2021 - Current

- Provides motivational feedback and advice to students on creating industry-ready portfolios.
- Crafts individualized video reviews, highlighting creative successes and areas for improvement
- Evaluates student work and provides actionable suggestions for improvement
- Guides students on potential career paths within their field of study

Freelance UX Designer & Mentor Jess Blanchard Design, 2015 - Current

- Prepares UX heuristic, user interface, content, competitive & accessibility audits
- Facilitates user surveys and moderated and unmoderated quantitative and qualitative user testing sessions
- Leads end-to-end product design by creating sitemaps, wireframes, prototypes, functional documentation, and participating in quality assurance.
- Collaborates with cross-functional team and stakeholders to ensure that designs support clients' strategic business objectives
- Coordinates with creative design and development vendors and in-house teams to ensure seamless project delivery

Tools

Sketch
Figma
Adobe Creative Suite
(Photoshop, XD, InDesign, Illustrator)
Axure
Invision
UsabilityHub (Lyssna)
Atom
Git & Github
Mailchimp
WordPress
Google Analytics
Jira
Microsoft Office 365 (Word, Excel, PowerPoint)
Zeplin

Coding

HTML
CSS
Javascript

Education

Bloc.io UX/UI Design
Apprenticeship, 2019

Vanderbilt University
B.S. Interdisciplinary
Studies: Social
Psychology, Gender
& Deviance, 2008

Experience Continued

Senior UX Designer Heartbeat Ideas / Publicis Groupe, 2020 - 2022

Supported accounts at Publicis agencies including Heartbeat, Langland, Hawkeye & Saatchi & Saatchi Wellness

- Prepared UX heuristic, user interface, content, competitive & accessibility audits
- Leads end-to-end product design by creating sitemaps, wireframes, prototypes, functional documentation, and participating in quality assurance.
- Collaborated with cross-functional team and stakeholders to ensure that designs support clients' strategic business objectives
- Ensured that designs meet regulatory and Web Content Accessibility Guidelines (WCAG) in complex and challenging situations
- Consulted art, copy and development teams to ensure usability and accessibility best practices are carried through each phase to launch
- Served as key contributor to agency adoption of accessible design standards (WCAG 2.1 AA minimum)
- Served as key contributor to strategy, design and implementation of design system; designs responsive components, writes documentation, collaborates with dev team on designing workflow for content authors
- Championed streamlined workflows and design tool education across disciplines
- Mentored junior designers on best practices and complex problem solving

Senior UX Designer Hawkeye / Publicis Groupe, 2021

- Prepared heuristic and competitive analyses for lending services applications and product marketplaces
- Created user stories, user flows, sitemaps and wireframes
- Collaborated with cross-functional team and stakeholders to ensure that recommended designs align with regulatory guidelines, strategic objectives and development capabilities

Office Manager Elenion, 2016 - 2020

- Managed corporate office operations for a bi-coastal 70+ member team, produced two trade shows annually for an average of over 10 K attendees and designed marketing material.

Project Coordinator LeFrak, 2014 - 2016

- Designed a plan to digitize and provide enterprise access to over thirty years of real estate development project files. Managed a \$4 M environmental remediation reimbursement claim.

Director of Administration Revoltagen, 2012 - 2013

- Established a new productivity tracking system that improved corporate office and auditor fleet efficiency.