

# JESSICA KENNON SPENCER

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## 2021 - PRESENT

### Blenderbox

UX Lead for NYC-based digital product agency creating delivering work for national nonprofits and mission-driven organizations

- Leads **UX research**, including facilitation of discovery sessions, focus groups, survey development and analysis, analytic review and reporting
- Using **learning** to support **strategic objectives**, key results, and **content strategy**
- Information architecture, complex workflow modeling, user journey and flows, and sitemapping
- UX design for products and enterprise-level websites, including high fidelity wireframes and annotated workflows
- UI design, including mobile and responsive screens, WCAG/Accessibility compliance, interaction design

## 2016–2021

### Mostly Serious

Creative director and user experience lead at award-winning web agency, specializing in high-end custom websites and products

- Lead **research** phase for all projects, including **data analysis**, **competitive benchmarking**, and other methods
- Lead foundational **UX design** decisions and planning for large-scale projects, including **user flows**, **information architecture**, **sitemapping**, and high-fidelity **wireframes**
- **UI design**, including mobile and **responsive** screens, **WCAG/accessibility** compliance, **interaction** design
- **Present work** internally and directly to clients to ensure alignment between stakeholders
- Design and manage house **UX design system** for client web projects, streamlining design process and creating efficiencies and shared UX practices
- Champion a **collaborative approach**, working seamlessly with other designers, engineers, writers, and managers to drive progress from conception to launch
- **Manage and lead** a growing team of designers and copywriters, managing capacity and staffing, **performance review and development**, and providing **design mentorship** and **creative review**

## 2014-2016

### Marlin

Art direction and design for national agency representing premiere B2B and consumer brands



USER EXPERIENCE  
(UX) DESIGN



USER RESEARCH  
& STRATEGY



INFORMATION  
ARCHITECTURE



SITEMAPPING  
& USER FLOWS



WIREFRAMING  
& PROTOTYPING



USER INTERFACE  
(UI) DESIGN



CONCEPTUAL,  
STRATEGIC THINKING



DIRECTION &  
LEADERSHIP