

# JESSICA KENNON SPENCER

(HELLO@) JESSICASPENCERDESIGN.COM

## 2016–2021

### Mostly Serious

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

- Lead **research** phase for key projects and clients, including **data analysis**, **competitive benchmarking**, and other qualitative 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 project managers to facilitate project work 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

Design and art direction for national agency representing premiere B2B and consumer brands

- Support national clients, including Bush's Best®, Starbucks Coffee®, French's Food Service® with ongoing **ideation**, **design**, and **direction** for print and digital advertising and brand work
- **UX/UI design** for brand websites, microsites, and new product development experiences

## 2013-2019

### Springfield Creatives

Founding board member, group leader, and past president of nonprofit

- Provide foundational **strategic planning and development** for group expansion, overseeing the growth from inception to over 250 local members
- **UX/UI design** and **management** of website featuring multiple business and member directories, job postings, and managing paid group memberships
- **Mentor** students and junior members, providing **education & development**, **portfolio review**, and other professional guidance

✓ USER EXPERIENCE (UX) DESIGN

✓ USER RESEARCH & PLANNING

✓ ORGANIZATION & INFO ARCHITECTURE

✓ SITEMAPPING & USER FLOWS

✓ WIREFRAMING & PROTOTYPING

✓ USER INTERFACE (UI) DESIGN

✓ STRATEGIC THINKING & PROBLEM SOLVING

✓ ORGANIZATIONAL PROCESSES & SYSTEMS