



Jenn Isbell | Senior UX/UI Designer

FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION

PORTFOLIO: JENNISBELL.WEBBLY.COM

EXPERIENCE

Contract Sr Product Designer | Science37 | Sept 2021 — Jul 2022

Creating a SaaS platform aimed at disrupting the traditional brick and mortar clinical trial space by offering decentralized studies. Working in small autonomous design teams with dedicated Engineering and Architecture support, I lead the product design efforts for Global Infrastructure, enabling a complex but elegant account creation and management tool for CRCs, Nurses, and Study Participants enrolled in clinical trials. The focus of the G.I. team is the on-boarding, account creation, and maintenance of tenants and sponsors, studies; as well as the translation of the Platform in more than 45+ languages. Working primarily in Figma, Jira, and Confluence, I collaborate with Stakeholders, SME's, Engineers, and Researchers and Designers to understand and craft concise Problem Statements that ensure we are solving for the right problems.

Daily activities include:

- Participates in weekly Design Critiques to vet and test new ideas and functionality based on Product needs.
- Leads weekly Stakeholder presentations to allow for feedback from Product Owners, Business Leadership and Engineering teams and to review WIP as we move toward the Definition of Done as defined by Product-led acceptance criteria.
- Participating in Pre-Refinement sessions to t-shirt size and point stories in Jira.
- Explorations and workshops designed to create richer more robust components for the design system.
- Creation and curation of Personas, User Journeys, Wireframes and Prototypes in Figma.

Accomplishments:

In the 10 months I have been with S37, the global team has expanded platform capabilities to include 95 + countries, more that 570K patient relationships being managed in more than 45 languages. I have contributed to solutions that alleviate cumbersome data-heavy logging protocols and tedious trial account management practices by creating automated forms for common daily tasks like occurrence diaries and "vital statistic logs. I have improved operational excellence by introducing an intuitive dashboard of tools that allow study staff to create reoccurring events with associated alerts and notifications, freeing up their time to focus more on patient interactions and less time on scheduling and paperwork.

Contract Human Factors Engineer NextGen Team | Amgen | Oct 2020 — Oct 2021

Working on Amgen's NextGen product team, I created an intense multi-product style guide to serve as the principal development tool for Amgen instructional and Graphic Designers. Guidelines set forth in the document include everything from overarching Brand Guidelines regarding logo and color usage to detailed templates implemented to create guardrails against FDA infractions and create a strict guideline of standards to ensure consistency across a wide array of Amgen products.

Daily activities include:

- Creation and updating of instructions, both written and visual, throughout the body of the 200 page style guide.
- The precise documenting of specific dimensions and grid structures for numerous Amgen NextGen IFUs.
- Maintaining daily change documentation and reporting outstanding issues to management.
- Daily stand-ups with HFE team to discuss progress, changes, and outstanding deliverables.
- Participating in external studies designed to reveal issues and vet solutions to mitigate reported CAPA issues.
- Documenting and reporting findings, card sorting, and journey mapping of both positive and negative product interactions throughout the Sprint life cycle of each study.

Accomplishments:

Created and maintained a highly-organized and detailed operational document that serves as a key marketing and educational tool for Sales, R&D, and Designers alike. This robust document not only provides internal staff with a source-of-truth for all matters pertaining to Brand Usage, but also significantly decreased the overall number of hours spent in the production of packaging and Information for Use collateral, by providing a library of templates for use by designers and tech teams. Before the creation of this valuable tool, there were no guardrails in place to protect Amgen from inconsistencies and irregularities in the design of Amgen's packaging and support documentation, an issue that had long-reaching impact upon the efficacy of their product as well as their compliance with FDA mandates and regulations.

Contract Visual Designer and UX/UI Designer | Creative Circle | Dec 2010 — July 2020

Clients: Commonthread Collective, Humana, Redbox Progressus Media, Becton Dickinson, Brainlab, and Huron Consulting.

Applying pragmatic problem solving, Agile methodology, and a clean and simplistic aesthetic for mobile, web, and print projects for the agencies and clients listed above.

HIGHLIGHT PROJECT: Humana Vitality Portal Redesign

UX/UI Designer working on the Humana Vitality portal. Responsible for surveys, interviews, card sorting, empathy mapping, personas, wire-frames, user flows, case flows, prototypes, universal visual language, change documentation, and A/B testing.

- Participated in interview writing, surveying, card-sorting, empathy-mapping, user cases and persona creation.
- Produced rapid lo-fidelity sketches of proposed functionality and more complex wire-frames in Sketch and Adobe XD.
- Participated in asynchronous stand-ups with the Scrum team and presented the daily burn-down reports on sprint progress.
- Created and contributed to the Design System with accessible and responsive components for use across the Humana digital experience.

HIGHLIGHT PROJECT: Huron Consulting In-House Creative Services

Senior Art Director and Creative Services Manager of a 6-person internal marketing team; I conceptualized and implemented the marketing message and brand recognition of Huron's 5 areas of business; Healthcare, Financial and Legal Consulting, Higher Ed, and Life Sciences.

- Successfully mentored and managed a team four Jr, designers and two freelancers. Defined and assigned daily tasks for each designer, oversaw the production of all work, approved requests for overtime and time off, conducted quarterly performance reviews and participated in annual reviews with upper-management.
- Made recommendations for internal promotions and lateral job position changes.
- Collaborated with internal shareholders from each division of business to conceptualize and storyboard innovative concepts on themes and graphics for trade shows, conferences, and internal company events. Worked closely with 3-D artists, event companies and convention organizers to create interactive and engaging experiential designs. Tradeshow booth attendance nearly tripled at both Healthcare and Legal conferences in the first year I took over the department.
- Designed and implemented a series of highly effective ad spots for trade publications in Healthcare while also overseeing the consistency and brand recognition of the 4 other divisions of Huron Consulting. Produced newsletters, banners, direct marketing, and packaging across all 5 branches of business.
- Managed and maintained the company's website and the customization of CMS for several of public-facing micro-sites, primarily in the Healthcare division.

Contract Senior Graphic Designer | DuroMax / Apple One | Ontario, CA | Sept 2017 — Dec 2018

Lead Designer on all projects related to DuroMax Generators, a division of Industrial Supply Company.

- Collaborated daily with programmers, product photographers, sales teams, and account executives to generate a seamless flow of sales-related content for multiple digital channels, ie, websites, product-related apps, live events, and strategic ad placement.
- Redesigned the product website by implementing UX/UI best practices for interaction, developed a library of visual language and patterns for use across all business channels, and worked with programming to refine and redesign an app-based tool to calculate wattage/amps.
- Successfully supported the sales and executive teams in the design and creation of a multimedia sales pitch for Home Depot that included a rich media PPT presentation, In-Store signage and displays, wire-frames, and a clickable prototypes of a product comparison tool.

Contract UX/UI Designer + Visual Designer | | 24-Seven | Chicago, IL Nov 2013 — Jun 2014

Clients: Rauxa, Razorfish, BBDO

Applying pragmatic problem-solving, and iterative design process, and clean and simplistic aesthetic for mobile, web, and print projects for the agencies and clients mentioned above.

HIGHLIGHT PROJECT: GE Power Generation Site Redesign

UX/UI Designer and Senior Art Director for the divisions of Nuclear, Fossil Fuel, and Wind. I collaborated with internal and international teams on the daily execution of tasks leading to the design, development, testing, and the successful launch of the GE Power Generation website.

- Created surveys and conducted interviews, crafted personas from data and successfully translated that research into usability factors for the redesign of the navigation and content of each section through the utilization of UX methods including user stories, empathy maps, user journeys, and personas.
- Utilized low and mid-fidelity tools for the purposes of wire framing concepts and solutions including pen and paper, whiteboard, Sketch, and Figma.
- Collaborated with Agile design team on daily iterations and improvements to the UI, while sharing findings and scope of work changes with the SCRUM team.
- Utilized high fidelity tools for the purposes of creating interactive prototypes in Figma and Axure.
- Created and contributed to a W3C-compliant library of digital assets for use across all GE Renewable Energy Divisions.
- Created components including forms, checkboxes, switches, toggles, buttons, drop-down, modals, tool tips, pop-overs.

HIGHLIGHT PROJECT: AT&T Digital Life Smart House App

UX/UI Designer and Senior Art Director on a 4-person Agile team dedicated to all areas of digital design, wire-framing, and prototyping.

- Collected and categorized data gathered through external studies and focus groups that outlined the behaviors, outlooks, and potential objections that became our user personas. Participated in card sorting exercises to further define our empathy map.
- Accountable for updating and delivering change documentation to internal stakeholders after each daily stand-up.
- Ensured project tasks were clearly defined and that a manageable number of tasks were assigned to each team member, allowing continuous forward progress.
- Created low-fidelity wire-frames during each iteration and kept these wire-frames organized, updated, and documented in sprint burn down charts.
- Completed A/B testing and met with Engineering, Product Owner, and Stakeholders to meet the criteria for the Definition of Done.
- Contributed to the design and development of an accessible visual language library (Design System) to be utilized across multiple project formats and communication channels. Components designed include Forms, Text Field, Text Area, Radio Buttons, Checkboxes, Switches and Toggles, Buttons, Cards, Links, Dropdown menu, Modals, Date Picker, Grids, Sliders, Plus and Minus, Errors and Alerts, Lists, Maps and Pins, Expansion Panel, Progress and Activity Indicators, Dialogs, and Lists.

Contract Senior Web/Print Designer | Aquent | Chicago, IL Oct 2005 — Nov 2006

Clients: Aisle Rocket Studios, Office Depot, DuPage Children's Museum, Aspen Marketing, ULTA

Applying pragmatic problem-solving, and iterative design process, and clean and simplistic aesthetic for mobile, web, and print projects for the agencies and clients mentioned above.

- Conceptualized and created digital and print campaigns for major B2C and D2C brands.
- Collaborated with internal creative teams and outside agencies on trade and promo events, in-store design, and signage.
- Collaborated and contributed to the design process by offering multiple solutions in conceptual models, layout, themes, and typography.
- Designed engaging and interactive learning tools for children ages 2-12 for DuPage Children's Museum.
- Concepted and created robust vector Infographics and complex Data Visualization charts and graphs for the financial and healthcare sectors.

SKILLS | User Interface Design, Interaction Design, User Interface Design, User Experience, Wire-framing, Low and Hi-fidelity, Prototyping, Usability Testing, A/B Testing, Usability Design, User Flow Design, Personas, Research and Analysis, Card Sorting, KanBan, SCRUM, Experience Strategy, Style Guides, Typography, Branding, Experiential Design, POP, Art Direction, Print Design, Print Layout, Package Design, Direct Marketing, Graphic Design, Team Management, Career Mentoring, Art Installation, Lighting Design, Product Design, Logistics, Social Media, Photography, CMS Customization

TOOLS | Adobe CC, Axure RP, Adobe XD, Figma, InVision, Sketch, Miro, Swrve, UserZoom, Lookback, Keynote, Powerpoint, OmniGraffle, Google Docs, MS Office, MS Project, Basecamp, ASANA, Jira, Trello, ProductBoard, Confluence, Pendo, ActiveCollab, Paper/Pen, Marker/ Whiteboard

BRANDS | ABC 7, Abbott Labs, ALLSTATE, Alzheimer's Association, American Express Corp Travel, American Medical Association, Amgen, Athleta, AT&T, Banana Republic, Becton Dickonson, Budweiser, BMW, Cardiff Skate, Caterpillar, Chicago Faucets, Children's Memorial, Craftsman, DeVry Institute, Diehard, Dirtbag Darling, Gap, GE P&E / Renewables, General Motors, The Great Indoors, Giant Bicycles, Grub Hub, Heal Md, Honda Motorcycles, Jaclyn Smith, Jeep, Kenmore, Kmart, Mini Cooper, Neurelis, Old Navy, Orbitz, Outback Steakhouse, PBS Kids Store, Piperlime, Playstation, Pfizer Health Sciences, Qalo, Redbox, Roxy, Science37, Sears Holdings, Sony, Sungevity Solar, Ultragenyx, United Airlines, Vessel Health, Visa, Yuba Bikes

EDUCATION | Bachelors of Science | Art Institute of Inland Empire 2018- 2019
Completed 2 years of a 4 year degree before the Campus was permanently closed in 2019