Jennifer Lebor
Brooklyn-based creative professional

itsjennkaye.com
(952) 221-2153
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Select Experience

WONDERSAUCE *New York, NY*

Associate Experience Director *Nov. 2018 - present*

I lead the Experience Strategy discipline and manage the professional development of several direct reports. In addition to defining our team's process and mentoring team members in the execution of project work, and I am an individual contributor on select projects.

Senior Experience Strategist *Apr. 2018 - Nov. 2018*

Senior UX Designer *Nov. 2015 - Apr. 2018*

DISCOVERY COMMUNICATIONS *New York, NY*

Interactive Visual Designer *Nov. 2014 - Nov. 2015*

Designed and built ad products, microsites, and digital marketing campaigns for sponsors that wished to partner with network talent or programming. Instituted processes for managing internal development timelines and tasks. Coordinated design and development efforts between our team and vendors.

INCREDIBLE MACHINES *Brooklyn, NY*

Senior Designer / Creative Producer *Jun. 2013 - Jun. 2014*

Lead visual designer for multimedia work, including website UI, projection mapping, and print. Designed and helped build web-based projects and interactive installations. Participated in ideation and pitch presentation prep.

SOMETHING DIGITAL *New York, NY*

Interactive Designer *Jul. 2009 - Jul. 2011*

Executed the spectrum of digital product design deliverables for websites and mobile apps. Activities and deliverables included defining information architecture through sitemaps, creating wireframes, documenting mockups, and working closely with developers during QA.

Interactive Design Intern *Sept. 2008 - Jan. 2009*

Education

PARSONS SCHOOL OF DESIGN *New York, NY*

MFA in Design & Technology *Sept. 2011 - May 2013*

- Recipient of merit-based Graduate Dean's Scholarship both years
- Research Assistant on i3 DOE and MacArthur grantee project
- President of dorkShop, a student-run skillshare organization

WASHINGTON UNIVERSITY IN ST. LOUIS *St. Louis, MO*

BFA in Visual Communications *Sept. 2004 - May 2008*

Double major in Philosophy

Skills

Strategy

Setting goals + KPIs
Defining behavioral archetypes
Competitor analysis
User journey mapping
User stories

Research

User interviews + surveys
Usability testing
A/B testing
Multivariate testing
Event tracking
Heuristic evaluation

Design + IA

Wireframes
Prototypes
Sitemaps
Taxonomy
Data visualization
User flows

Dev + Creative Technology

HTML / CSS
Basic PHP for Wordpress
ADA compliance guidelines
Arduino
Raspberry Pi
Processing

People

Team management + mentorship
Cross-functional collaboration

Tools

Sketch
Adobe Creative Suite
InVision
Zeplin
Google Analytics
Google Optimize
Jira
Google Slides
Keynote