

# JEN LAVALLEE

JENLAVALLEE.COM | JLH8787@GMAIL.COM | 415 250 0239

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Dynamic designer who spearheads early phase projects with research driven design.

## WORK EXPERIENCE

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### SR UX DESIGNER

#### Moz

December 2019 - Present

Lead design and research project to improve a Beta tool. Quickly produced key research-based insights about the tool and created proposals for design solutions. Paved the way for a new research branch within the organization as the company initiatives grew, while providing design wireframes for B2B focused Alpha projects to drive new additions to core product.

- **Lead design** using qualitative and quantitative data and heuristic evaluations to create wireframes, making data easier for users to use.
- **Mentored teams** and individuals on research best practices, developed documentation and templates to ensure consistent and high-level results for defining research needs and reporting results.
- **Established a thriving research practice** growing from 3 research projects to 24 within a year. Created participant recruitment database leading to a 5x increase through outreach and collaboration with other departments. Advocated for emphasis of research practice throughout departments and to VP levels.

### SR UX DESIGNER/ LEAD DESIGNER

Project Work / Freelance

October 2017 - August 2019

**GE Healthcare** -Created market research and wireframes for GE Healthcare's software marketplace which was to operate across web and medical devices. Created marketplace high fidelity prototypes for a new launch of ultrasound machines within a highly constrained medical environment.

**Fred Hutchinson Cancer Research Center** - Responsible for website redesign, stakeholder management, and on-time completion of 20 departments' web presence customized for different user types within fredhutch.org

- Worked to create a new approval process of designs to ensure quality, visibility, and timely delivery of all components.
- Reduced 280 pages to 60 pages of relevant content by balancing institutional, user and scientific goals and eliminated unnecessary information, prioritizing user type and business needs.

**Remitly** - Drove UX and UI development and growth in emerging UK market in late stage startup. Creating and testing alternatives for pricing models and alterations to user flows as well as new UI inline with future iterations of branding.

- Performed A/B testing and advocated for increased usage of usability studies for designed landing pages to field test pricing models.
- Built phase one customer journey map and launched cross org partnerships with multiple teams leading to significant new quarterly objectives.

**Fierce Conversations** - Led a tiger team to launch an expedited UX/UI website redesign in 8 weeks, producing a year over year increase in new leads of 111%.

- Worked closely with developers to deliver an interactive experience that was impactful to the business and deepened user understanding of brand and offerings.
- Delivered compelling user flows, comps, wireframes, and information architecture based on data gathering and key informant interviews.

## UX/UI DESIGNER

### F5 Networks

September 2014 - September 2017

Worked with all facets of F5s business to develop online marketing content. Closely partnered with developers to build successful content in tight timelines.

- Created new community coding forums engaging thousands of developers with F5 products.
- Spearheaded new careers website initiative to attract quality candidates by featuring new designs and a streamlined application process.
- Produced event registration pages on a 36 hour timeline; while outperforming past year registrations by ~150%.

## UX/UI DESIGNER

Project Work / Freelance

November 2013 - September 2014

**Microsoft** - Designed customer-facing marketing pages for Microsoft Office. Collected stakeholder data from developers/product owners, made wireframes and visual mockups before submitting for testing. Created high fidelity designs to ensure responsiveness at all screen sizes and within strict style guidelines.

**F5 Networks** - Partnered closely with internal development teams to provide a full website redesign and launch within ambitious timelines.

**ValueAppeal** - Ran key informing interviews of existing and potential customers to better inform designs, and changed entry into purchase funnel creating a 10% increase in sales in early stage startup.

## EDUCATION

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### ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelors of Arts, Visual Media, 2009

Certificate, Management Process, 2009

### UNIVERSITY OF WASHINGTON

Certificate, User Centered Design, 2012

### PMI TRAINING

Certificate, Foundations and Pricing, 2020

## SKILLS AND TOOLS

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### UX DESIGN SKILLS

Defining User needs

User and Task Flows

Journey Mapping

Wireframing

Prototyping

High Fidelity Design

Visual Design

### RESEARCH SKILLS

Heuristic evaluation

Usability testing

Qualitative Interviews

Surveys

A/B Testing

Card Sorts

### PRIMARY TOOLS

Sketch

Figma

Adobe Creative Suite

HTML5/CSS3

InVision

Balsamiq

## ADDITIONAL JOBS

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**PHOTOGRAPHER** | Soulumination, 2015 - present

**VR PHOTOGRAPHY EDITOR** | Destination 360, 2009-2010

**PHOTOGRAPHER** | John Harrington and Senate Press Corps, 2007

**CAMPAIGN MANAGER** | WA 31st Legislative District, 2010

**PART OWNER** | Outer Planet Brewing, 2018 - present

**BOARD MEMBER** | National Women's Political Caucus of Washington, 2019 - present