



Jennifer Day

ph 206.818.5561

jd@jenniferdaydesign.com

www.jenniferdaydesign.com

I'm a senior designer with 20 years of experience in graphic design, branding, visual and interaction design, and user experience. I'm a design leader who brings features and products from conception to completion. I enjoy working in a collaborative team, and crafting inclusive and delightful experiences that are customer-centered.

Experience

.....

November 2017 to Present

Senior UX Designer at Navigating Cancer

I work on products that support patient-centered care and improved outcomes for cancer patients. Our caregiver platform helps oncology clinics optimize daily workflows, and improve cross-team collaboration. Our patient platform allows patients to check-in remotely to let caregivers know how they're doing during chemo treatment. I work closely with product leadership to help uncover complexities and define requirements, build userflows and prototypes for testing and development, and work with engineering to implement designs. I craft the vision of our Design System, and help drive cohesion and quality across both our clinic and patient platforms.

June 2014 to November 2017

UX/Visual Designer at Optum

I worked with a team of designers, project managers, and developers to build client-customizable features for Healthy Behavior Coaching (e.g. eating well) and Condition Management (e.g. diabetes). A primary goal of this incentive-based program is to promote and support a healthy lifestyle for participants, and lower healthcare costs for employers. Daily work included user-flows, wireframes, visual design, user-testing, iconography, and branding.

January 2011 to June 2014

UX Designer at Wetpaint

My role included visual design, wireframing, information architecture, and user testing. I worked closely with our Agile development team to implement designs on Wetpaint Entertainment to meet business goals. I collaborated with our Director of User Experience to envision and communicate our future design strategy. Major accomplishments included working with team to adopt and build a mobile-first design, and helping drive a transformative visual brand update. Other tasks included creating design assets for Corporate, Industry Relations, Editorial, and Social Marketing teams.

May 2004 – May 2011

Designer at Tip Top Creative

This small, energetic studio environment allowed me to wear many hats every day, from hands-on design, to project management and client relations. I worked closely with our Creative Director and team to create print campaigns, packaging, environmental graphics, and digital materials. Focusing on the food and hospitality industries, I had the opportunity to work with many iconic Seattle clients including Tom Douglas Restaurants, Sugar Mountain, Red Lion Hotel, and Seattle's Convention & Visitors Bureau.

experience continued >

October 1999 – June 2001

Senior Designer at Disney and ESPN Media Networks

Lead and managed a design team for ESPN Fantasy Games. Our team created user interfaces and marketing collateral for Fantasy Games, and also involved working with large sponsors such as Gatorade, NCAA, Pizza Hut, and NFL. Other tasks included supporting editorial team and content creation.

June 2002 – present

Owner at Jennifer Day Design

Design, art direction, illustration – digital and print.

My current work is primarily pro-bono, to support my local school and community.

Specialities

• **Product Design**

Wireframing & Sketching
High-Fidelity Visual Prototypes
Human-Centered Design
Responsive Websites
Usability Testing
Interactions
Design Systems
Graphic Design & Branding
Icon Design & Illustration

• **Identity**

Logo Design
Business Cards
Letterhead and Envelope
Presentations
Design Guidelines

• **Promotional Materials**

Posters
Brochures
Publication Advertisements
T-Shirts and Schwag

• **Packaging and Display**

Food and Product Packaging
Label Design
Trade Show Artwork
Posters & Promotional Displays
Signage

Tools

Sketch App, Zeplin, InVision, Marvel, Abstract, JIRA
Adobe Creative Cloud – Photoshop, InDesign, Illustrator
Microsoft Office Suite, Google Apps, Dropbox
Working knowledge of HTML, CSS, and JavaScript

Education

2019-2020

Classes at School of Visual Concepts – User Research, Accessibility

1995 Graduate

Western Washington University – Bachelor of Arts in Graphic Design