

Jen Randolph

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Experience

Lead Interaction Designer at Digitas

Oct 2009–Mar 2010

Clients: American Express, TIAA-CREF

- Created functional specifications, presentation specifications, prototypes, sitemaps, task flows, and wireframes.
- Redesign of merchant reporting tool; lead effort to ensure a high standard for UX during migration to a new layout.
- Full redesign of an ecommerce website; developed new IA and design patterns, provided art and copy direction, developed working prototype and wrote testing guide for usability assessments.
- Designed enrollment process for a new card product; acted as resource for interactive best practices for a team that was new to designing interactive experiences.

Lead Interaction Designer at Digitas

Nov 2008–Apr 2009

Clients: IBM, American Express, Lowe's, Pfizer, Boehringer-Ingelheim

- Created functional specifications, presentation specifications, sitemaps, user flows, and wireframes.
- Full redesign of customer- and business-facing sites of an ecommerce portal targeted at small and medium businesses; improved nomenclature and search functionality for Endeca guided navigation technology, developed pricing models, and served as SEO and front-end development expert.
- Development of a new pharmaceutical product campaign site; evangelized web design best practices, including accessibility issues, cross-browser compatibility, optimizing and slicing graphics for the web, and writing clean CSS.

Freelance UX Designer

Jul 2008–Present

Clients: TickerHound, Digitas

- UX Design for clients ranging from individuals to small businesses and large corporations.
- ID Lead on a number of high-profile accounts for Digitas.
- Provided UX strategy and design, visual design, and front-end web development with XHTML, CSS, and JavaScript for TickerHound.

Interaction Designer at R/GA

Feb 2008–May 2008

Clients: Nike

- Created sitemaps, task flows, and wireframes.
- Designed Charities section of the Nike+ Human Race campaign site; designed Charities homepage, charity selection process, donation forms, and sharing functionality.
- Simplified tasks on Nike+ including creation of goals, resolutions, and Nike+ avatar, searching for and navigating through product manuals, downloads and FAQs, and adding notes and other metadata to training sessions.
- Performed a competitive analysis of comments design patterns and developed best practice for adding comments functionality throughout various Nike brand sites.

Education

Parsons the New School for Design

Sep 2004 – May 2008

BFA, Design & Technology

Software and Programming Languages

MS Office, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Acrobat, Visio, Axure; XHTML, CSS, JavaScript, jQuery, AS2.0, PHP, XML, MySQL.

References

Available on request.