

Jenny Hanlon

Product & User Experience Design

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TOOLS & SKILLS

Research

User Survey & Interview
Persona Development
UserTesting.com
HotJar/Adobe Analytics/Content Square
Usabilla

Design

Site/Screen Mapping
User Stories & Acceptance Criteria
User Journeys
Lo/Hi-fidelity Wireframing
Atomic Design
Interactive Prototyping
In-Browser Design
Balsamiq/Miro/Omnigraffe
Photoshop/Illustrator/Sketch
InVision/UXPin

Development

HTML & CSS
Bootstrap/FlexBox
JavaScript, jQuery, Angular.js

EDUCATION

IDEO U – Insights for Innovation
San Francisco, CA | March 2017

Bloc, Inc. – Design Track Apprenticeship
San Francisco, CA | June 2015 – Jan. 2016

University of Colorado – Boulder
BA, International Affairs
Aug 2003 – May 2007

COMMUNITY

Girls Who Code – Chapter Facilitator
Louisville, CO | 2017 – 2018

RELATED WORK EXPERIENCE

Crocs – Manager, User Experience Design

Boulder, CO | January 2019 – Present

- Lead growing UX team through establishment of design process, design system, feedback loop, and artifact delivery.
- Institute a cross-functional Design Thinking series for socialization and adoption of human-centered innovation.
- Escalate focus on consumer needs through launch of VoC tool on eleven global sites.
- Bridge the gap between Visual Digital Design team and development team through user stories, user flows, mid-high fidelity mockups, and code-based prototypes.
- Champion the strategic vision and creation of a Digital Product team.
- Continue to produce functional work of UX Architect role.

Crocs – User Experience Architect

Boulder, CO | April 2017 – January 2019

- Conducted usability tests and user research for global eCommerce websites, marketplaces, and partner retailers.
- Designed device-agnostic, responsive site features compatible with the Salesforce Commerce Cloud platform.
- Created low to high fidelity wireframes using a variety of design tools (Sketch, Axure, Adobe Suite, UXPin, InVision).
- Solved design problems, leading to a marked increase in website sales year-over-year.
- Collaborated with Analytics team to restructure foundational A/B Testing and Experimentation program.

Product Designer – Life.io (Contract)

San Francisco, CA | January 2017 – April 2017

- Crafted visual design refresh for health and wellness dashboard for subscribers of major international health insurance companies.
- Collaborated with development team to write code for various frontend features of web application.

Product Designer – Avenir Interactive (Agency Contract)

San Francisco, CA | February 2016 – January 2017

- Owned end-to-end design of complex SaaS fitness insurance web application (CrossFit RRG).
- Constantly gathered feedback from focus group of users through cycles of interviews and usability testing to inform iterations.
- Restructured navigation and IA of marketing content for various eCommerce sites.