

Jen Bailey

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Targeting a position as a UX designer

Create meaningful experiences for target audiences using my up to date UX design education along with extensive experience creating impactful communication as a graphic artist.

Achievements

- Advocated for and produced advertising that doubled the click through rate for Bejeweled Blitz in-game advertising by conducting A/B testing.
- Increased social media engagement at The Seattle Times by developing a teacher appreciation campaign that moved beyond just saying “thanks” by encouraging readers to tell their memorable teacher stories on The Seattle Times Facebook page.
- Created an unexpected must-see exhibit that won Best in Show for Brandrud Furniture.
- Increase employee camaraderie and connection at Gravity Creative by developing a daily peer review that fostered creativity and teamwork.

Skills

- User Research
- User Personas
- Information Architecture
- Prototyping
- A/B Testing
- Wireframing
- UI Design
- HTML, CSS, PHP, jQuery
- Adobe CC
- Axure Pro
- Balsamiq
- Sketch
- OmniGraffle
- MS Office
- Brand Creation and Management
- Advertising
- Print Design

Education

School of Visual Concepts

Finalizing UX Certification

Seattle Central College

Web Design program

Art Institute of Seattle

AAA degree

Professional Experience

Jen Bailey Design • Owner/Designer

1/08 — Current

- Design/build websites using UX methodologies from competitive audits and heuristic reviews to user testing.
- Created eye-catching promotional print materials for several must-attend fundraising events that sold out.
- Advising small businesses on big picture marketing strategies from my in-depth experience with major brands.
- Clients include: Expedia, T-Mobile, The Seattle Times, Fox Sports NW, FareStart, ScaleOut Software, ICJR, Holy Names Academy, and other small businesses.

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Professional Experience continued

PopCap Games • Content Producer & Senior Web Designer

6/13 — 6/14

- Aligned brand execution across teams for the game Bejeweled Blitz with a comprehensive brand book created by working closely with key stakeholders: brand manager, game artists and marketing team.
- Analyzed and presented key performance indicator data and monetization of Bejeweled Blitz to create awareness with the parent company on the success of the game in comparison with another game incorrectly thought to be more successful.

Gravity Creative • Senior Designer

02/02 — 01/07

- Set a higher standard of creating conceptual print design that goes beyond pretty by expressing something meaningful to the reader/viewer/user.
- Diminished competitiveness among designers by implementing creative feedback sessions that fostered collaboration and created better team-oriented solutions.
- Clients included: Microsoft, Medtronic, Chef'n, Bellevue Downtown Association.