

JENNIFER WRIGHT

USER EXPERIENCE DESIGN

My goal is to work with other creatives in an environment that allows me to continue to learn and `explore new, meaningful challenges.

Education

BFA in Fine Arts and Communication

Texas State University | May 2014

Magna Cum Laude
GPA: 3.72

Experience

IBM Watson Education | UX

June 15, 2015 - Present | Austin, TX

I am the sole UX designer on a product team of 75 working over a web application and an iOS app. I've had a hand in hiring 1 UI and 4 UX designers for Watson Ed, onboarded 14 team members, and led the design effort for the experience of our last two releases.

MVNP (Affiliate of DDB Worldwide) | UX

April 2015 - June 2015 | Honolulu, HI

Among other things, I was responsible for the re-design of a responsive user experience for Volcano e-Cigs and created a template for future promotional websites for First Hawaiian Bank that is still used today.

Tekzenit | UX

July 2014 - April 2015 | Dallas, TX

I collaborated with other designers to create wireframes, presentations, and videos for Ericsson, CBRE, and C2 Education and was individually responsible for scripts and content editing as well.

AT&T (Contracting under Tekzenit) | UX

July 2014 - January 2015 | Dallas, TX

I worked with a small business unit of 6 to create a better checkout experience that reduced the rate of cart abandonment. With the same team I created a virtual marketplace for internal cloud and 3rd party products for our business customers. Lastly, I worked with another team to create a help and support experience that would reduce the number of calls to the overwhelmed help center.

Awards and Honors

IOT Winning Award

October 2017 | IBM Watson Education

Awarded to IBMers that went above and beyond, helping to grow market share, establish the architecture for the future and earn the advocacy of those who experience IBM – our primary tenants of IBM's Act II.

Eminence & Excellence Award

December 2016 | IBM Watson Education

Awarded for excellent work and commitment to Watson Education as well as for the practice "Restlessly Reinvent IBM and Ourselves."

Managers Choice Award

November 2016 | IBM Watson Education

Awarded for the practice "Listen for Need, Envision the Future".

Involvement

H.E.A.T. Establishment

October 2013 - Present | San Marcos, TX & Austin, TX

H.E.A.T is a service based organization that focuses on positive activism in regards to humans, the environment, and animals. I am currently an active member of the Alumni Chapter in Austin, TX and the liaison between H.E.A.T and the Habitat for Humanity of Georgetown, TX.

Monster Project

November 2014 - Present | Dallas, TX & Austin, TX

The Monster Project, is a volunteer organization that pairs designers with students around the country to bring their drawings of monsters to life.

Sweet Cases | Together We Rise

October 2013 - Present | San Marcos, TX & Austin, TX

Many children in foster care are given two trash bags for their belongings. I organized an effort to purchase, decorate, and fill the sweet cases with goodies to deliver to a local foster agency.