

Jennifer Carroll

Experience Design Consulting

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Summary

I utilize a user-centered design process to create engaging, usable, and successful digital experiences with a focus in design for healthcare. I have contributed to marketing websites, mobile apps, customer portals, e-commerce sites, intranets, web and software applications, and more, including experience in responsive web design and design for mobile first.

Experience

- **Mad*Pow** • Portsmouth, NH. User-centered design agency
Experience Design Consultant • 2010-Present
Senior Experience Designer • 2010
Experience Designer • 2007-2010

Experience Design roles include team and project leadership, production, support, and project management. I have experience at all points of the design process from project outset and initial research to design, prototyping, and usability testing and consultation with visual design team. Designing for everything from startups to Fortune 500 companies, and in many different industries, has provided a breadth of perspective. The majority of my work has been in the healthcare industry, allowing development of a focus and expertise in this area and a passion to improve the landscape and future of healthcare.

- **PJA Advertising & Marketing** • Cambridge, MA. Advertising, marketing agency
Experience Design Consultant • 2013-Present

Lead user experience design activities and contribute UX recommendations based on my experience to assist with website design efforts for PJA clients.

- **Volpe National Transportation Systems Center** • Cambridge, MA. USDOT
Human Factors Division
Human Factors Co-op • 2006-2007

Research analysis, literature research and data visualization methods to prepare, analyze, and present research data for federal Department of Transportation studies focused on recognizing and reducing errors in transportation situations.

Education

Bachelor of Science in Engineering Psychology

Magna Cum Laude
De Florez Prize in Human Engineering
Tufts University • Medford, MA 2007

Skills

- Persona Development
- Interface Concepting
- Wireframing
- Prototyping
- User Research
 - Research Design
 - Stakeholder & User Interviews
 - Contextual Inquiries
 - Desirability Testing
 - Traditional Facilitation
 - Surveys
 - Cardsorting
 - Research Analysis
- Interaction Documentation
- Information Architecture Development
- Heuristic Evaluations
- Competitive Analysis

Technical Proficiencies

- Adobe Fireworks
- Adobe Illustrator
- Microsoft Visio
- Axure RP
- MS Office Suite