

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. I have designed 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

- **Twin Coves Media LLC** • Radford, VA. Consulting & design firm
Owner & Founder • 2016 - Present
*Design and create responsive websites and provide website analyses and recommendations for organizations, businesses, and individuals.
Promotional media creation. Nautical media and subject matter expertise consulting.*
- **Experience Designer & Experience Researcher Consulting**
Experience Design & Research roles include team and project leadership, production, support, and project management. Experience in all points of the design process. Clients include startups through Fortune 500.
 - **Zero Degrees Inc** • Boston, MA. Experience design agency
Experience Researcher • 2021 – Present
 - **Mad*Pow** • Portsmouth, NH. User-centered design agency
Experience Design Consultant • 2010-2018
Senior Experience Designer • 2010
Experience Designer • 2007-2010
 - **PJA Advertising & Marketing** • Cambridge, MA. Advertising, marketing agency
Experience Design Consultant • 2013-2015
- **Volpe National Transportation Systems Center** • Cambridge, MA.
USDOT Human Factors Division
Human Factors Co-op • 2006-2007
Research analysis, literature research and data visualization for federal Department of Transportation studies.

Education

Bachelor of Science, Engineering Psychology • Tufts University •
Medford, MA 2007
Magna Cum Laude; De Florez Prize in Human Engineering

Classical Diploma • Phillips Exeter Academy • Exeter, NH 2003

Skills

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

Technical Proficiencies

- Figma
- Miro
- Adobe Illustrator
- MS Office Suite
- Mac & PC