Jennifer Anderson

I am a principle-level UX designer and information architect with nearly 20 years of digital design experience. I enjoy working with a smallish team of superheroes with whom I can build beautiful ways to access information.

My specialties include UX and IA direction, user research, content strategy, rapid prototyping, and collaborating with high-level stakeholders. My tools include Sketch, InVision, UXPin, XMind, Airtable, the Adobe Creative suite, various UX testing platforms, and hand-coding in HTML and CSS/Sass.

118 Union St. 5A Brooklyn 11231 • 917.687.8524 • jennifer@memorabilist.com

SENIOR UX DESIGNER
The College Board   July 2018 – present

Current projects:

- Full redesign of AP Student website
- Content and design strategy for incorporation of AP full year model into digital offerings

SENIOR INFORMATION ARCHITECT
Infor   June 2015 – July 2018

- Designed and executed detailed prototypes and wireframes that illustrate layout, interactivity, and user flow
- Conducted user research including interviews, surveys, and interface efficacy testing
- Guided content owners to effective strategies
- Worked with graphic design and coding teams to finalize and build UI

- Founded Infor's first user testing community
- Led redesign strategy of Infor's main sales & marketing online resource
- Introduced ntegration of use case documentation with design prototypes
- Created user journey map of high-traffic site areas

SENIOR USER EXPERIENCE DESIGNER
The New York Public Library   August 2007 – March 2015

- Designed and built HTML/CSS/jQuery prototypes for development into responsive web interfaces
- Built NYPL.org's first rapid prototyping system, including first set of design patterns
- Collaborated with high-level stakeholders to develop project requirements

- Led introduction of wireframing into standard web design process
- Translated NYPL brand to digital contexts
- Co-founded content strategy working group
- Led and executed redesign of the Digital Gallery

SPECIALIST, DIGITAL LIBRARY DEPARTMENT
The New York Public Library   May 2006 – August 2007

- Researched and prepared art and art books for digitization
- Compiled and added item- and collection-level architectural metadata to the system database

WEB DESIGNER, THE THOMAS J. WATSON LIBRARY
The Metropolitan Museum of Art
January 2006 – May 2006

- Designed and planned code structure for library portal
- Supervised meetings of library portal project committee

WEB ASSISTANT
History of Art and Design Department, Pratt Institute
2003 – 2007

- Assisted the History of Art and Design department office, including the Chair, with web and internet issues
- Built several class websites, including History of Art and Design department site
- Maintained department computers and software

FREELANCE WEB DESIGNER
2001 - 2005

Clients included:

- Jonathan Green, international journalist
- FoodHealer, food/nutrition blog
- GoalQuest, internet education company
- Bedford St. Martin's, publisher

DIGITAL DESIGNER
coolfire.interactive
1999 – 2001

- Designed and built websites for clients
- Designed e-card campaigns and collateral
- Supervised design department "Design Council," including team critiques and creation of resource library
- Designed and coded coolfire.interactive's intranet

EDUCATION

PRATT INSTITUTE
MLS and MS, Library and Information Science, History of Art and Design
2003 – 2007

Thesis (History of Art and Design): "Strange Places: Illustrating the Otherworldly in Mike Mignola's Hellboy"

SMITH COLLEGE
Bachelor of Arts, Comparative Literature, Art History
1991 – 1995