Jennifer Duffy-Perez

UX product design manager

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Experience

Freelance | Design Professional & Senior UX Contractor
1/23-Present NY, NY
Commissioned art for private investors. Freelance graphic & UX design.

Fisher Investments | Senior UX Consultant
8/22-12/22 Remote
Senior user experience consultant to help strategize and develop a new UX department to integrate Salesforce Lightning Design System with existing cross-functional teams.

Fidelity Investments | Senior UX IA Designer
3/19-8/22 Hybrid Boston, MA
Senior product designer for new digital trading tool replacing manual process for all corporate actions. Owned design for end-to-end product design, consult on full project planning and strategy, provide all user testing and drive extensive requirement-building with multiple divisions. Provide all design prototypes and final HTML for development. In addition to being principal UX designer for Fidelity's main portfolio/balance pages (most active pages on fidelity.com) I worked on multiple core product platforms, including the "Trading Dashboard" which is still in beta: https://www.fidelity.com/trading/trading-dashboard
Redesigned sections to their RMD pages, helped redevelop Fidelity "Kits" which are basically DIY EFTs, another new product and tool (which has not yet been released).

Avigilon (Motorola) | Senior UX Consultant
7/18-1/19 Somerville, MA
Build synchronicity between teams of designers in multiple countries to create global process for UX/design in all their security system products. Consult on user testing and analysis of existing processes. Provide completely new design system, style guide and vital responsive architectural changes for Avigilon's web and native mobile app products. Create clean design principles focusing on usability, compliance and overall heuristics including a new process for efficient prototype creation for testing and building out UX metrics.

Examity | UX Consultant
3/18-5/18 Newton, MA
Assessed needs for initial user experience department for examity.com and its tools. Provided roadmap and consultation on how to build out and grow a successful UX practice and internal design department.

Dailybreak (Connelley Partners) | Visual Design & UX Manager
7/17-1/18 Boston, MA
Manage design team creating sponsored and original content for website, as well as any site design needs. Redesigned dailybreak.com. Conducted user testing and analysis of existing site and its content management system. Completely redesigned their existing content management system based on user interviews and testing. Built out all designs, including IA and the feedback system, tooltips and training, and all functional requirements to streamline the content creation process and onboarding timing for new users.

Monster Worldwide, Inc. | Senior Interaction Designer, User Experience
6/15-6/17 Hybrid Weston, MA
Lead designer on new government workforce products, producing all wireframes and final designs. Spearheaded discovery phase for new core product and created a new process to fit design thinking into Monster's agile production process. Work with product owners and developers to create cutting edge, highly complex, extremely flexible web products for government hiring and training sites. Also create workflows and page designs for monster.com employer's commercial site.

The Hanover Insurance Group, Inc. | Senior User Experience Designer
9/11-6/15 Worcester, MA
Nominated three times for the annual Presidential Service Award—the company's "most prestigious award." Recipient of the Presidential Service Award in 2014.
Senior Designer, User Experience Senior founding member of new UX department. Provide UX/interactive strategy and support for IT department and marketing. Develop interaction design standards and style guides, including wireframes and hi- and lo-fi prototypes. Mentor junior staff, direct developers and advocate for UX design with stakeholders.
Senior Designer, Web Provide digital marketing strategy and design for marketing web department. Develop multiple websites including hanover.com as well as all email campaigns and templates. Advocate best practices while supporting marketing and enterprise goals.
Senior Designer, Marketing Provide print, interactive document and all email design for marketing design department.

RFP, LLC (Bridal Guide Magazine) | Creative Director
9/01-5/11 NY, NY
RFP, LLC publishes *Bridal Guide Magazine*, *The Fantasy Baseball Guide* and *The Fantasy Football Guide*.
Creative Director (Bridal Guide Magazine) Responsible for all creative services design—sales, promotional and marketing design and initiatives (including web site, tradeshow booth, PowerPoint presentations, client ads, comps, advertorials, etc.). Devise marketing campaigns and sales collateral to reach company goals. Analyze and promote communications with internal departments to achieve maximum efficiency and productivity. Maintain and evolve branding throughout company and website. Supervise, train and hire designers and freelancers and provide consultation for production director and systems administrator.
Creative Director (Fantasy Sports Guides) Creative Director for two annual fantasy sports magazines and additional custom publishing. Responsible for all print and web production.
Art Director Hands on design for all creative services. Supervise, train and hire designers and freelancers and manage all department needs.
Assistant Art Director Provided all creative services design—sales, promotional and marketing design and initiatives (including website, tradeshow booth, PowerPoint presentations, client ads, comps, advertorials, signage, etc.).

Education

School of Visual Arts
BFA
The School of Visual Arts in New York City is a top-ranking school for design in the nation. In my senior year at SVA, I was one of three artists chosen for the Wooster Street Visual Arts Gallery show, which (at that time) was the highest honor for graduating fine arts (BFA) students.

Technical skills and distinctions

Adobe Creative Suite Master Collection (Photoshop, Illustrator, InDesign, XD, etc.) | Design system development | User Experience design and prototyping | User Experience research, testing & analysis | Interaction design & information architecture | Design team building and mentoring | Microsoft Office/iWork | Best practice print, web, email design | HTML5/CSS/JavaScript | Flash//ActionScript | Responsive and mobile first web design | Multiple CMS and web marketing software | Design and production for interactive documents including iPad magazines and books & DocuSign

Additional experience working and training with: Adobe CQ & Adobe Experience Manager | Agile | AJAX | AWS | Axure | 508/WCAG 2.0/accessibility compliance | Balsamiq | Bootstrap | Constant Contact | Drupal | Eloqua | Figma | InVision | Salesforce Lightning Design System (SLDS) | Sketch | Streamsend | UserTesting.com | Video and audio experience (After Effects, GarageBand, Final Cut Pro)

Traditional illustration and painting
Folio Awards Judge for Magazines and Websites.
Folio magazine's "Face Up" design panelist
Featured artist in "Carousel," a live comic slide show