

Jenny Wallace Sassi

Lead User Experience / Information Architect / Lead Product Designer

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434-390-4429

Skills and Expertise

Product prototyping, design, & testing – Figma, Replit, Axure, Adobe XD, Sketch, Balsamiq

User Research – Quantitative & Qualitative, Business & User Needs / Requirements

Analysis

Systems Design, Generative AI, Customer JourneyMapping, Moderated User

Testing

Financial Sector Internal Software for Risk Management, Fraud, IT Sec, FinTech

Fluent in Arabic and Latin, Accomplished pianist and cellist

Industries

FinTech – Citibank, Capital One, ING Direct

eCommerce – AOL, BestBuy, HP, GE

Healthcare & Medicine – Johnson & Johnson

Government/Military – Army (PMACWA) (SAIC)

Major Projects

World Information Architecture Day - Global Executive Producer - 2023, 2024, &2025

Citibank - Risk and Controls Management Applications Overhaul Redesign to meet Federal Regulations

Capital One /ING Direct – Fraud Mgmt. Software

BestBuy.com - taxonomy redesign and moderated a 30-person user-testing session

AOL - \$13M Increase in revenue based on taxonomy redesign, Internal Taxonomy Management Tool and eShop builder interface for AOL's retail clients

Relevant Work History

Citibank (Doran Jones) - Lead UX Architect

January 2023 – January 2024

- Responsible for the overall user experience of Citi's Risk and Controls Management Applications – created wireframes and prototypes in Figma, conducted 3 rounds of usability testing sessions for new Risk and Control Management applications.
- Used wireframing tools like Sketch, Figma, and Adobe XD to produce high-fidelity wireframes.

- Integrated Figma with other tools and plugins to enhance productivity and workflow efficiency.
- Conducted UX Research sessions using surveys, contextual inquiries, personas, task flows, and user journeys.
- Designed and prototyped user interfaces for web and mobile applications using Figma.
- Created and maintained complex spreadsheets and data models in Excel to analyze and visualize data for decision-making purposes.

Torri, safety first tourism management platform -Lead Design Technologist & UX/AI Developer
March 2024 – Present

- Created and prototyped a new tourism customer relationship management tool to streamline seamless customer feedback, ratings and reviews to optimize tourist experience, with safety first protocols seamlessly built into in-app chat system..
 - Created gamification system to enhance product engagement for both employees and clients
 - Developed and deployed AI-augmented internal tools and workflow automation for UX practice.
- Defined technical strategy, prototyped, and shipped full-stack web applications and plugins integrating AI-powered workflows, intelligent interfaces, and design systems.

World Information Architecture Association – Global Executive Producer
December 2022 – Present

- Led global operations and cross-functional teams for World IA Day, uniting 5,000+ UX/design professionals across 40+ cities.
- Secured strategic partnerships and record-breaking sponsorships with top industry leaders (Adobe, Figma, Maze, etc.).
- Directed branding, programming, and logistics—driving event growth, engagement, and seamless execution on a global scale.

Home Health Care Provider
February 2015- January 2023

Learned and used 508 compliance and accessibility, providing daily care for the health of an ill family member.

Capital One -Sr. User Experience Architect
October 2012 - February 2015

- Responsible for the overall user experience of Capital One 360 web properties, in particular the IT Security and Fraud Customer Security business verticals.
- Creation of responsive, adaptive, and mobile design.

Johnson & Johnson (Local Wisdom) - Sr. Information Architect
Oct 2011- Oct 2012

- Responsible for researching website needs (audiences, business and competitors), concepting the UX framework to accomplish audience and business goals, then producing documentation (site maps, wireframes, transaction flows, schematics, navigation models) for an array of digital properties (Johnson & Johnson Social Media Toolkit, UniversityGuideOnline.org, Johnson & Johnson Total Oncology).
- Designed and implemented SharePoint sites and intranet portals for content management needs.

BestBuy (PPC) - Sr. Taxonomy Analyst

Oct. 2010 – March 2011

- Provided eCommerce taxonomy expertise for BestBuy.com, through daily maintenance and updates of taxonomy labeling, organization, validation, which allowed BestBuy.com to maintain competitive advantage as one of the biggest online electronics marketplaces in existence today.
- Created an interactive Axure prototype of 3 variations on potential mega-menu navigation treatments for BestBuy.com's redesign and moderated a 30-person user-testing session, the results of which contributed to BestBuy.com's latest UX design.

Hewlett-Packard (HP) & General Electric (GE)- IDEA Integration - Sr. Information Architect

- Gathered and extracted key elements from business and user requirements to complete designs for Hewlett Packard's (HP's) B2B taxonomy-ontology product, Taxonom, which provides data classification Software as a Service (SaaS) for building taxonomies for records management.
- Oversaw a complete website redesign for GE Sensing, ranging from lo-fi and hi-fi wireframes, heuristic analysis, and SEO strategy presentations and education for content managers.

AOL: America Online - Sr. Information Architect/ Product Concept Designer

Nov. 2007 – Jan. 2010

- Lead interdisciplinary teams as we launched various products for the AOL Shopping, Careers, Personals, Mobile, Travel, Autos, and Real Estate Channels, which drove traffic and engagement metrics that exceeded budget expectations.
- Created information visualization spreadsheets to assist the Bangalore Development Team with interfacing with the Programming/Editorial CMS Team to optimize AOL Shopping Storefront relevance for the AOL Shopping channel. Worked closely with PriceGrabber.com to create unique, competitive variations on AOL's taxonomy, datafeed, and api presentations for end-users.
- Successfully championed the need for a streamlined, self-service tool (Nelson), with which a user (be it internal or external) could complete the task, in entirety, of launching a storefront on AOL Shopping, from the initial action of showing interest by submitting contact info to our syndication and distribution teams, to choosing visual design skin and selecting and ranking products to strategically display on the customer-facing front-end of the StoreFront (Avon, Ice.com).

Education

University of Baltimore

Pursuing MS in Information Architecture and Interaction Design

Villanova University

Masters Certificate in Project Management

The College of William and Mary

BA in Literary and Cultural Studies of Islamic Nations