



JENNIFER ALT

I build growth-generating digital products that solve business problems while advocating for users and customers.

SKILLS

Digital Product

User research
Product definition
UX prototyping
Strategy

Design

Product design
UI Design systems
Interaction design
Branding

Tools

Figma
Adobe CC
Miro
Sketch

Professional

Problem-solving
Leadership
Focus
Facilitation

EDUCATION

Academy of Art University

2012 | San Francisco, CA

BFA, Web Design + New Media

San Antonio College

2006 | San Antonio, TX

AAS, Sequential Graphics

EXPERIENCE

Associate Director, Digital Experience Strategy @ Prophet July 2019-Present | Austin Texas

Client Engagement and Presentations:

- Led impactful workshops that cultivated trusted collaborative partnerships securing repeat contracts year-over-year
- Boosted internal and external buy-in by adopting confident tactical, visual, and data-driven storytelling presentations

Cross-Functional Collaboration:

- Led a cross-functional team to victory in two Product & Experience Innovation Hackathons reducing development time by 66% through AI digital workflows and human-centered empathy
- Collaborated logically with leadership and engineering to identify development requirements and product DVF
- Drove creation of impactful case studies showcasing world-class product design and strategy increasing closure rates

Team Leadership:

- Managed cross-functional teams while delivering strategic outputs and a consistent client experience
- Trained teammates on problem solving methodologies, efficient frameworks and collaborative design thinking



Strategic Insight:

- Created and delivered a comprehensive client-winning luxury hotel experience playbook, aligning leadership towards a 2-year vision strategy for digital growth and success
- Designed and executed data-driven UX and digital product roadmap strategies driving 5 years of successful growth-generating initiatives for Gore, McLane, and Russell Reynolds

User-Centric Design:

- Led strategy and UX design of website's digital brand activation that won *Gold NA Transformation Award for CVS Kidney Care*
- Engineered Varis.com's *Gold Horizon Interactive Award-winning* website strategy, user experience, UI design system, and roadmap, significantly elevating engagement metrics



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EXPERIENCE

Senior User Experience Design Consultant @ Jennifer Alt Design

Jan 2008-2021 | Austin, TX

- Deployed various frameworks for solving digital design problems for B2C and B2B clients—design thinking, user-centered design, double diamond, lean UX, agile UX
- Created high-fidelity clickable prototypes assisting clients in their pitch to secure more investor funding
- Ran all aspects of the business to include marketing, sales, accounting, project management, and customer support with 10% growth year-over-year

UX Design Consultant @ Texas Association of School Boards

Apr 2019-Aug 2020 | Austin, TX

- Spearhead research plan and execution of in-person ethnography studies, user interviews, and analytics review
- Analyzed customer/business needs and pitched winning data-driven UX design improvement strategy to stakeholders saving the company significant costs through micro-improvements
- Tested new application concepts with users to confirm design assumptions and rapidly iterated clickable prototypes
- Examined design requirements with engineering team for scope feasibility, execution planning, and development kickoff

Creative Marketing Manager @ Act Global Ltd.

Aug 2008-Dec 2016 | Austin, TX

- Lead creative vision, brand, and marketing for 5 product verticals for both print and digital properties across the globe
- Designed and launched ActGlobal.com including sitemap, page template designs and content customized by audience segments increasing brand awareness
- Designed and programmed web app centralizing sales assets spearheading global efficiency across 7 offices

UX EDUCATOR

Guest UI/UX Designer @ Adobe Live

2019 & 2022 | San Francisco, CA

Discussed design thinking, user experience methodologies, and designed a mobile app experience during a 2-hour live video stream.

Day 1 User Research + Wireframes

Day 2 Agile Design Sprints + UI Design

Day 3 Prototype + User Testing

POSI UX @ Skillshare

2022-Present | Global

Created two online video courses for those who want to move into UX design.

Course 1

How to land a job in UX

Course 2

How to prepare for your UX job interview



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