

Jen Morrow

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Summary

Senior user experience designer with a product strategy focus.

Education

MS, Human-Computer Interaction

Carnegie Mellon University

BFA, Double Major in Communication Design and Human-Computer Interaction

Carnegie Mellon University

Proficiency

Software

Adobe, Sketch

Maya, 3D Studio Max, Sketchup

OmniGraffle, Balsamiq

MS Office, G Suite, iSuite

Process and Team Collaboration

Agile/Lean Development

Data Analysis and Visualization

GitHub, Trello, Wikis, JIRA, Bug Trackers

HCI Methods

Contextual Inquiry & Design

Think-Aloud User Testing

Heuristic Evaluation

Wireframes, User Flows

Paper, Digital, Interactive Prototypes

Cognitive Walkthrough

GOMS, Keystroke-Level Modeling

A-B, Multivariate User Testing

Other

HTML, CSS, Javascript, Wordpress

Apple, Windows, Linux OSes

Sketching, Illustration

Google

User Experience Lead

February 2016 - December 2017

- Led end-to-end design of products and features that launched to public and partners in multiple product areas
- Was only designer on a product offering network operators powerful planning and diagnostic tools. Worked with researchers to create studies, then used results to take product from sketches to wireframes to mockups to launch in February 2017.
- Lead UX of features and services for Project Fi, a mobile virtual network operator (MVNO) by Google. Work often began with me identifying opportunities in research, defining UX from those opportunities, and working with product and engineering to launch.
- Created end-to-end experience of an app to assist users with connectivity.
- Designed new connectivity and Wi-Fi features for overall Android platform. Launching in upcoming Android P.

Reddit

User Experience Lead

September 2014 - February 2016

- Designed, from initial concept to final product, Reddit's first Android app.
- Designed core Reddit features and products (including account creation, image uploading and management, new user onboarding, and new mobile web experience).
- As Reddit's first UX designer, implemented product processes including design review, AB testing, labs testing, and design values.
- Hired additional designer and researcher and led small UX team.

Leadership

Builds Systems for Collaboration

October 2014 - Present

At Google and Reddit, I created UX project management systems for planning and tracking deliverables across teams. When I joined both teams, there were remnants of obsolete tracking tools, but no current systems for work to be requested, triaged, prioritized, and tracked. Working with designers, PMs, and engineers, I cataloged past and obsolete work and created new cycle-based project management systems based on the unique needs of each group. Both systems are still in use.

Co-Founded UX Eye Meetup for Design and Engineering Collaboration

July 2010 - Present

Co-founded and co-ran Meetup, including running collaborative sessions to aid engineers in applying design-centered thinking to their work. Meetup ran from July 2010 to present, though I transferred leadership to others in November 2011.

Burning Man Camp Founder

April 2015 - Present

Began the Coconauts, a science-and-tiki-themed Burning Man Camp, in 2015. Camp is now in its fourth year, having grown from 20 members to over 30. Responsibilities include camp organization, role delegation, and overall budgetary and asset management.

Mozilla

User Experience Lead

May 2008 - September 2014

- Designed core Firefox browser features and products (including Firefox Messenger, Firefox Phone, New Tab, and Firefox Home).
- Led new engineering projects and initiatives (including Instant Share, Directory Tiles, and Firefox Hub).
- Guided teams through each stage of design, implementation, and release (including for Firefox Australis UX Redesign and Sync).
- Collaborated with business teams, creative firms, and stakeholders to design and develop products with Mozilla's corporate partners.
- Mentored and managed interns and contractors.

NASA

User Experience Designer and Researcher

January 2007 - August 2007 (Master's thesis project)

- Developed a problem-reporting hardware prototype and software based on NASA's problem-reporting system (PRACA), which was used by ground technicians and engineers to repair spacecraft.
- Researched technician and engineer working processes, presented recommendations for process changes which were then implemented in Constellation missions.

VMware

Usability Analysis/Interface Design Internships

Summer 2006, Summer 2005

- Designed user experience, interface, branding, and marketing for VMware Player, the company's first product for OSX.
- Conducted mid-scale usability research and user testing, designed interfaces and user flows, and created usability guidelines and standards.