

LIZ JERNEGAN

UX DESIGNER, STRATEGIST AND RESEARCHER

Work Experience

Design Strategist

Twistthink Design and Technology Consultants
May 2015 - August 2015

Conducted and analyzed field and contextual research for client's strategic plan. Synthesized the research into findings creating stimulus based research tools, and visuals to facilitate client understanding.

Design Researcher

Illinois Institute of Technology Summer Research
May 2014 - August 2014

Carried out preliminary and secondary research with clients to develop prototypes for conversational models as it related to text analysis. Models were iterated during subsequent workshops in Brazil and Chicago. Findings were presented and published by the Canadian Society for Digital Humanities.

Training Liaison

LUSH Cosmetics
May 2012 - June 2013

Developed comprehensive, interactive tools to train full-time and seasonal staff at corporate retail location improving brand and product knowledge. Performed ongoing analysis to optimize store value.

Liquid Scenery Designer

Spokane Civic Theater
November 2011 - May 2011

Designed complex projection mapped interface for live theatrical performances. Created novel, interactive and immersive experiences for the actors and audience.

Education

Master of Design

Illinois Institute of Technology
Institute of Design 2016

Bachelor of Science

Virtual Technology and Design
University of Idaho 2011

Relevant Work

Choose Chicago Co-Conspirator 2015

Partnered with Choose Chicago, Chicago's destination marketing organization, to develop new user experiences across multiple channels, increasing annual visitorship to 55 million visitors. Conducted research and developed strategic direction for Choose Chicago in physical locations, platforms, employee training and partnerships.

Capital One Retail Experience Prototype 2015

Built fully functional, physical prototype for Neiman Marcus interfacing staff resources with customers' existing wardrobes. It established the value of investment clothing and introduced the concept of "dollars per wear" exclusive to Capital One cards.

United Way Social Innovation Workshop 2015

Developed and ran a workshop with Patrick Whitney for leading United Way of Greater Michigan and social innovators on Whole View methods. We co-created potential future models of social innovation and how they work. Participants gained insights into stakeholders and alternative business models.

Amtrak Wayfarer 2014

Wayfarer was a strategic direction for Amtrak. Developed a story and use case for an application that integrated relevant third-party services to Amtrak's system to provide an enhanced passenger experience based on flexibility and personalization. Designed the concept and branding to seamlessly integrate into Amtrak's current model to stimulate ridership in long distance routes.

Software

Adobe Creative Cloud
Microsoft Excel,
Word & Powerpoint
Rhinoceros
3DS Studio Max
Personal Brain

Skills

Design research
Design strategy
Visual communication
Prototyping
Storytelling
3D modeling