

JESSICA ROTHSCHILD

rothschild82@gmail.com ♦ 516.220.7456 ♦ jessrothschild.com

SKILLS & TOOLS

- **Design:** Adobe CS, Sketch, InVision, Axure, Wireframing, Rapid & hi-fi prototyping, Interaction design, HTML, CSS
- **Research:** Heuristic evaluation, Usability testing, User interviews, Information architecture, Contextual inquiry, Competitive/comparative analysis
- **Certified Scrum Product Owner (CSPO)**, ScrumAlliance

EXPERIENCE

Digital Strategy Specialist, The Rockefeller University, NY, NY — 2011-Present

- Liaise with stakeholders, design and engineering teams to iterate on and launch new digital products, including the company Intranet, online calendar, mobile platforms, job and student application systems
- Sketch, wireframe, mockup and prototype web and mobile interfaces to communicate interaction to clients and face-lift existing designs across rockefeller.edu
- Participate in all phases of user research (competitive analysis, in-depth interviews, contextual inquiries) and usability testing to satisfy product, design and stakeholder requirements for all digital initiatives
- Owned launch of Intranet, redesign of university web site (launching 12/16), microsites (Annual Report, Graduate Program, River Campus, Pioneering Discoveries digital exhibit)
- Won over difficult stakeholders by designing detailed prototypes for every screen and state for various projects
- Established UX design as the first stage of all digital development, instituting a user-centered design approach
- Define and analyze metrics for launched products and feed learnings back into the development process

Visual/UX Design Consultant, Institute for Integrative Nutrition, NY, NY — 2013-2015

- Overhauled integrativenutrition.com web site and mobile app to optimize the user experience
- Newly launched site increased visit-to-lead ratios by 30%, while shrinking bounce rate by 18% after implementing improvements to functionality, design and navigation based on results of user research
- Led UX design on ground-breaking mobile app that redefined the online education market landscape. Displaced competitors by remaining ahead of the curve in anticipating user needs

Product Designer / Project Manager, Advice Media, Melville, NY — 2006-2011

- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities
- Produced user flows, personas, wireframes, site maps and high-fidelity web/mobile prototypes for clients in the healthcare industry

EDUCATION

Long Island University

BS in Digital Communication and Information Systems

General Assembly, User Experience Design, Product Management

Developed my ideation, research and analysis skills as well as solidifying my design communication