

JESSICA ROTHSCHILD

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SKILLS & TOOLS

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

EXPERIENCE

Senior UX Designer, Weill Cornell Medicine, NY, NY — January 2017-Present

- Collaborate with a team of UI/UX designers and software engineers to design and enhance a continually evolving network of sites and applications under the Weill Cornell Medicine brand.
- Interview and conduct user research/usability tests with postdocs, physicians, students, HR, Finance and Research Administrators to improve both public web site UIs and internal enterprise software used by the entire organization.
- Create interactive sitemaps and wireframes, visual mockups and design prototypes
- Deliver and present engaging, innovative and immersive websites and applications to the stakeholders

Digital Strategy Specialist, The Rockefeller University, NY, NY — 2009-2016

- 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 1/17), 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

Web Producer | Product Designer, MedNet Technologies (Advice Media), Melville, NY — 2003-2007

- 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 (mednet-tech.com)

EDUCATION

New York University

BS in Digital Communication & Information Systems