

JESSICA DANIELSON

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SKILLS

Design Thinking
User Research
Usability Testing
Design Sprints

Ethnographic Research
User Interviews
Survey
Workshop Facilitation

Sketch
Figma
Adobe Suite
Microsoft Suite

EXPERIENCE

Gomoll Research and Design Minneapolis, MN

User Experience Research Consultant October 2021- Present

- Plan, execute, and share insights for multi-phased research initiatives
- Organize a team of 5 using Agile Design Sprints from early concept and user research to high-fidelity designs
- Create dynamic and actionable deliverables that allow stakeholders to connect with human-centered design
- Facilitate workshops with users, stakeholders, and subject-matter experts to uncover needs, gather requirements, and co-create solutions

PointClickCare Minneapolis, MN

User Experience Researcher August 2018- October 2021

- Work within a product incubation team to take ambiguous challenges into research objectives
- Connect complex insights into actionable strategic product plans
- Facilitate workshops and design thinking activities uncover new opportunities, align on decision making, and empower collaboration
- Create engaging deliverables and communicate findings across different audiences
- Coordinate with design, product, and engineering to build powerful digital products
- Conduct a variety of research methodologies to uncover insight and migrate risk (User Interviews, Workshop, Design Sprints, Surveys, Usability Testing, Ethnographic, heuristic evaluations, secondary research, competitive analysis)

Best Buy Minneapolis, MN

User Experience Researcher September 2017- August 2018

- Plan research studies, coordinate, and execute with national stores and corporate partner
- Create research strategies for long-term engagement with product teams in order to ensure consistent delivery and gain funding
- Design User Journey maps to explain the experience to high-level stakeholders and create guidance for future business plans.
- Create wireframe in an agile sprint
- Complete Content Audit, heuristic analysis for a reorganization of internal tools to be utilized by developers and visual designers

Prime Digital Academy Bloomington, MN

UX Design and Research Student December 2016- April 2017

- Focused on user research, evaluation, prototyping for web apps and native mobile apps through case studies and client projects • MPLS Downtown Improvement District (DID): Created solutions for gaining citizen engagement through the use of Beacon and Geofencing technology. DID can use small web deployments to begin generating interest in downtown issues with long-term goals of creating bottom-up innovation. Solution was generated by Literature Review, Survey, User Interviews, Technology Study, Comparative Analysis • Dakota Criminal Justice Network: Created a web application to assist with Overtime scheduling for police agencies. The web application needs to fit as a part of the existing suite of products and be able to stand alone. Solution was generated by Stakeholder Interview, User Interview, Contextual Inquire, Wire-frame, High fidelity Interactive Prototype, Development Meeting

Columbia Sportswear Company Albertville MN

Sales Associate December 2015- February 2017

- Communicated with customers about needs and make appropriate recommendation
- Collaborated with management to distribute information to staff through a leadership program
- Trained new staff members in-store policies, register protocols, and efficient customer services

Applied Behavior Analysis Action Avignon, France

Lead Behavioral Psychologist August 2015-November 2015

- Consulted at an autism clinic in France to assist in raising staff of 12 practices and standard of care
- Created documentation that met government standards and established an internal e-filing system
- Generated training materials by translating document from English to French as part of a team
- Conducted skills training for parents, caregivers, and therapists in French with the support of a translator

Autism Matters Rogers, MN

Lead Behavioral Therapist and Researcher August 2014-July 2015

- Coordinated in cross-functional teams in the creation of individual treatment plans for goals, tasks, data recording, success measurements
- Managed clinical documents, tracked and organized data, prepared teaching materials
- Evaluated clients progress towards goals and placed in documentation given to insurance agencies

Applied Behavioral Intervention Services Eau Claire, WI

Team Lead Intern January 2013-August 2014

- Lead team of 8 in providing in-home therapy and research for children with autism
- Maintained documentation and materials necessary for smooth implementation of therapy sessions
- Developed treatment plans to teach communication and functional living skills to clients

EDUCATION

Prime Digital Academy
User Experience Design Certificate
April 2017

University of Wisconsin - Eau Claire
Bachelor of Arts in Behavior Analysis
May 2017