JESSICA WOODS

UX Research and Design

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EMPLOYMENT

User Researcher – *Mixcloud*   Feb 2021 – Present

- Leading the user research effort at Mixcloud, collaborating with senior stakeholders, product, design and engineering to help frame problems and shape our product based on user insights.
- Projects I am involved in explore community building, live streaming, creator-to-fan monetization and overall growth on the Mixcloud platform.
- I lead collaborative research and design workshops to help fuse user feedback with my team.
- I manage and recruit for user interviews, JTBD sessions, surveys as well as moderated and unmoderated user testing among other activities.
- I work closely with our data analyst to help connect the 'what' with the 'why' of quant and qual.

Lead UX Designer and UX Researcher – *Jess Woods UX*   Mar 2016 – Present

- Leading UX, UI and UX Research initiatives on a freelance basis for startups in the music, media and entertainment space. Recent clients include world music licensing startup Seven Seas Music, ONNOW.TV and Virtual Reality spatial audio performance startup, Volta.

Lead Product Designer – *Ernst & Young, Los Angeles*   Mar 2019 – Feb 2021

- Responsible for designing, prototyping and testing internal search tools to support 270,000 global employees.
- I led remote design facilitation workshops including Design Sprints to develop collaborative understanding.
- Responsible for organizing research for key initiatives such as our global intranet redesign
- Setup team style guide and contribute to global design system.
- Mentored a team of junior designers and researchers.

UX Designer – *Native Instruments, Los Angeles*   June 2018 – Nov 2018

- Managed UX design and research effort for key platforms in the Native Instruments ecosystem within an agile, cross-functional product team collaborating with team members in Berlin and London.
- I led the UX effort of the Looploft website redesign resulting in increased conversion. Within a month I helped facilitate design sprints, recruited users, designed and tested prototypes and worked closely with development to ensure quality for the user.
- I directed the research of a large rebrand of native-instruments.com and conducted a site-wide UX audit. Activities included stakeholder listening tours, user story and journey mapping, analytics and competitive analysis, team ideation workshops, a UX heuristic evaluation and persona generation. This research helped management scope for the next phase of development.

UX Designer – *ADP, Los Angeles*   Nov 2016 - June 2018

- Worked with cross-functional teams within a large financial services environment, designing and researching software specializing in tax compliance at the ADP Innovation Center in Pasadena and India.
- I conducted moderated and unmoderated remote usability testing and analyzed web analytics. I triangulated various research sources to learn about our users' behavior and suggested design improvements based on these findings.
- Helped visualize our user flows for our UX ROI measurement project.
- Created wireframes, flows and interactive high fidelity prototypes in alignment with the style guide and responsive design system.
- Won OUR 2018 ADP Hack Day creating a solution to help internal data analysis.
- Organized ADP UX events such as 'An Evening with Jared Spool'.

Lead UX Designer – *UCLA, Los Angeles*   Apr 2015 – July 2016

- Managed proposed redesign for UCLA Career Center website, involving extensive research and requirements gathering from staff and students.
- Led the first ever student focused user testing of the MyUCLA intranet product and led design recommendations based on evidence.
- Made usability improvements based on user testing for largescale CRM system making it easier for students to communicate with the campus.
- Established MyUCLA style guide and design system to ensure consistency across entire intranet. I worked with my team to redesigned UI elements, improving accessibility and increasing mobile usage.
- Led UX strategy activities, collaborating closely with cross-functional teams from marketing to developers. I also provided training and mentoring for staff.

School Outreach Designer – *Caltech, Pasadena*   Feb 2015 – Mar 2015

- Collaborated closely with Caltech and NASA scientists to design printable worksheets for 5th grade Atmospheric Chemistry outreach program.

UX Web Assistant – *Houses of Parliament, London*   Sep 2013 – Sep 2014

- Worked on redesign of Parliamentary calendar, Parliament TV, Committee Inquiry pages and homepage navigation resulting in a 55% increase in website content usage.
- Designed promotional graphics for use on Parliamentary media channels.
- Established new social media plan and new visual assets for Google+ growing followers from <1k to 43k in 3 months.

Production Assistant – *BBC Radio 6, London*   Jul 2013 – Aug 2013

- Worked on the Steve Lamacq drive-time show, creating feature ideas and audio packages for air.

Teaching Assistant – *Lower Wortley School, Leeds*   Sep 2012 – May 2013

- Led music classes, creating lesson plans based on educational theory and taught guitar.

Digital Assistant – *Emerald Group Publishing Limited, Leeds*   Jun 2012 – Sep 2012

- Led social media usage audit, via focus groups and questionnaires, and conducted staff training seminars improving online visibility and Social Media monitoring activities.

Promotions Assistant Intern – *Warner Bros. Music, London*   Jul 2011 – Feb 2012

- Assisted with radio and TV promotions department for Warner Brothers Records. I supported artists such as The Red Hot Chili Peppers, Michael Bublé and The Black Keys

Studio Assistant Intern– *British Grove, London*   Jun 2008 – Jul 2010

- Supported music recording session activities for artists including the Liam Gallagher, Mystery Jets, Joe Brown, Leon Jackson, and Queen.
- Studio Assistant for Joe Brown's 'More of the Truth' album (Track Records, 2008).

EDUCATION

Art Center College of Design, LA– Graphic Design (Grade A), Interaction Design (Grade A-) and Illustration (Grade B). (2016 - 2017)

University of Leeds, **UK** – BA (Hons) Popular and World Music Ind. (Grade: High 2:1) specializing in music psychology and ethnomusicology (2009-2013)

PROFESSIONAL AFFILIATIONS & COURSES

- **UX Mentor at The Rattle Music Collective, LA**
  November 2019 - Present
- **Co-organizer of NELAUX We'll Talk Peer Mentorship UX Design Meetup series.**
  Nov 2016 – Present
- **Director of Education for UXPALA (User Experience Professionals Association, Los Angeles Chapter)**
  Aug 2016 - Nov 2017

Professional Course Highlights
- Practical Statistics for the User Experience by Jeff Sauro- Udemy
- Journey Mapping workshop - Jim Kalbach
- Inquiry handling - CILIP (Chartered Institute of Library and Information Professionals)
- Prince 2 2009 Project Management Foundation
- Agile Project Management (SCRUM) - QA Web Project Management – Emarketeers
- Agile UX Bootcamp – Sean Van Tyne

TOOLS & PROCESSES

- Adobe Illustrator, Photoshop, InDesign, XD, Sketch, Framer, Maya, Unity and Blender.
- HTML, CSS, JavaScript, Bootstrap, WordPress, Abstract, Zeplin and Git.
- InVision, Axure, OmniGraffle, Framer, Overflow, UXPIN, Visio, Mural, LucidChart, Pop and Balsamiq.
  Ableton Live, Push, Maschine, Logic, Reason, Adobe Audition, Sibelius and Cubase.

- JIRA, Rally, Trello, Slack, BugHerd, Asana and Monday.com
- Google Analytics, Hotjar, Heap, Hootsuite, Facebook Insights, Active Standards, Salesforce Excel, Airtable, Tableau and Validately.
- Agile SCRUM, Scaled Agile, Lean UX, Google Design Sprint and Waterfall business processes.
- Design for accessibility (WCAG 2.1).