

## JANANI JAY

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I am a UX researcher and designer with technical chops, and over 9+ years of experience. I specialize in translating design requirements to technical and product teams, and bring a strong analytical and collaborative framework to design operations.



### KEY RELEVANT EXPERIENCE

#### AMOpportunities - Product Design Manager December 2018 - August 2020

##### RESEARCH

- Lead and conduct elicitations with stakeholders.
- Establish mixed-methods research practice. Build sourcing program for research participants. Conduct listening sessions, user interviews, heuristic analyses, log analyses, and usability evaluations.
- Synthesize elicitations and research into service blueprints.
- Generate high-level journey map and micro-journey maps for user audiences.
- Conduct content audit and generate content inventory. Develop taxonomies for each internal stakeholder team. Identify structured data needs and create content maps. Plan and deploy shift to structured data to improve information architecture for complex user tasks.
- Lead UX research insights and strategy check-ins.

##### DESIGN OPERATIONS

- Establish and build design system and documentation process. Maintain public research and design notebook.
- Generate lo-fi mockups, mid-fidelity wireframes, and interactive prototypes for mobile-first digital product platforms: SaaS B2C platform, admin B2B platform, and company websites.
- Lead regular design reviews. Document iterations and feedback.
- Generate visual design and accessibility guidelines, and ensure inclusion of accessibility heuristics included in design review.
- Participate in daily stand-up with development team to track design system components, code components, and deployment best practices.

##### TECHNICAL BRIDGING

- Conduct listening sessions and evaluations with development team and leadership on design and implementation needs.
- Compare Javascript and CSS front-end frameworks. Audit standard and custom components for various accessibility and design needs.
- Analyze database schema and front-end implementation. Design new content object and design component relationships.
- Create content JSON structures based on new taxonomies, and develop content clean-up project for programs team.
- Based on usability research and service design discoveries, present CMS and CRM options and contribute to implementation of both systems.
- Contribute to code repository for front-end styling, and design system components.

##### MANAGEMENT

- Build product design practice and advocate for cross-functional product management practices for organization in low maturity, high-growth timeframe.
- Organize team platform training for new CMS and CRM systems. Advocate for testing and launch cycles.
- Grow design team, and manage direct report. Set quarterly reviews, manage assessments and career goal reviews.
- Manage budget for design research campaigns, team resources and ongoing education.

### THINGS I DO WELL

- Listening
- Asking questions
- Not being a know-it-all
- Not assuming anything
- Staying curious
- Translating between design and technology
- Pixel eye and color brain
- Crisis management

### EDUCATION

#### NN/g - UXC Certification

#1023962, July 2018

#### The Embody Lab - 2021 Fall Cohort

Integrative Somatic Trauma Therapy  
60-hour Certification

#### CuriosityTank - 2022 Winter Cohort

Ask Like a Pro Series Observer

#### Indi Young - 2022 Courses

Certification in Problem Space  
Research (in progress)

#### Jorge Arango - 2022 Summer Cohort

IA: WTF? Workshop (in progress)

#### DeltaCX Certification

Axure Prototyping:  
Core and Advanced Certifications

#### University of London

BSc Computer Science (in progress)

#### University of Texas at Austin

BA History/Linguistics  
Spanish/Sanskrit minors

#### (ISC)<sup>2</sup> Certification

SSCP Certification (in progress)

#### Actualize - 2018 Spring Cohort

Developer Bootcamp Graduate

## JANANI JAY

My research and design practice focuses on people, process, and equity; it is grounded in participatory methods and critical pedagogy. I work to unravel assumptions, coproduce understanding and alignment, and stay responsive to emergent needs and contexts.

### KEY SKILLS

Participatory Research

UX Research Methods

Research Strategy

Content Strategy

Information Architecture/Taxonomy

Accessibility Implementation

Service Mapping and Productization

Elicitation

Facilitation/Presentation

Writing



*a brief history of my design practice.*



Change Management

Interaction Design

Design Systemization

Analytics/Segmentation

Front-end Development

### OTHER DESIGN EXPERIENCE

#### Stealth Mode Organization - Services Manager and Design Lead

September 2020 - present

- Conduct listening sessions across problem space. Conduct evaluative research, document and develop artifacts representing their service models and internal functions. Evaluate and improve rapid response service design using accessibility heuristics and delivery frameworks such as SWSM. Conduct generative research towards productization.
- Develop client relationships and research strategy, conduct audit research, produce documentation. Lead production of audit reports and facilitate team presentation to client stakeholders. Facilitate weekly/monthly research reports for clients in a variety of sectors and regions; implement feedback surveys in order to better understand their uptake and impact.
- Generate intervention methodologies based on evolving threat contexts, design intervention aids and develop training programs to empower clients and facilitate change management.
- Lead change management in client organizations through audit recommendations, policy development, and the establishment/facilitation of oversight bodies.
- In first six months produced new processes and documentation that secured new clientele and increased revenue streams by 100% from 2020 to 2022.
- Lead cross-functional team to launch 2021 content campaign including: digital security newsletters for client segments (over 60% open rate) in tandem with well-attended monthly security webinars; develop multilingual digital security information portal; and compile case studies.

#### PSC Group, LLC - Senior Consultant, Lead UX Designer

June 2017 - October 2018

- Consulted with clients in a wide range of industries. Deliverables: enterprise, B2B, and B2C web/mobile apps with high Apple/Play Store ratings and client satisfaction. Conducted user research, generated design assets and content strategy for clients. Generated visual and interaction design for projects. Developed internal UX capacity, contributing to sales enablement for client acquisition, retention, and satisfaction.

#### eContext.ai - Digital Taxonomist

November 2015 - June 2016

- Researched client subject matter for data analysis/social media product suite. Produced and refined taxonomies; analyzed structured/unstructured data and terms; tested and cleaned results. Provided user feedback for internal tools and client suite.

#### MonkeyBars - Lead Product Designer Consultant

May 2014 - May 2017

- Consulted with Fortune 500 clients and organizations on technical platforms, apps, outreach and media for hackathons, technical/testing events, and innovation workshops.
- Showcased new and emerging tech in IoT, 3D printing, and AR/VR.
- Major clients included: Cisco for their Internet of Things World Forum where we designed and threw the IoTWF Hackathon; AbbVie, The People's Music School, GoGo Mobile, and The Mozilla Foundation.

### TOOLS AND TECHNOLOGIES

#### General

- Mural, Lucidchart, Miro
- Research tools: Dovetail, Delve, Alchemer
- Wireframing and Prototyping: Figma, Axure, XD
- Adobe Creative Suite
- Creative treatments, storyboarding
- Hotjar, Sessionstack, Optimizely
- Google Analytics, Search Console
- Accessibility tools: WAVE

#### Development

- Git/version control systems
- Agile/Scrum
- HTML/CSS
- Data structure and serialization: JSON/XML/YAML
- JS frameworks: React, Angular, Vue
- CMS: Sanity.io, Gatsby, Wordpress

### FIELD EXPERTISE

- Healthcare: Medical Education and Training
- Digital Security and OSINT
- Information Security and Systems
- UX Research and Design Consulting
- Accessibility Research for Stationery