

JENNIFER FLEMING

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UX and product design leader, with a proven track record in building, motivating and mentoring design teams. I enjoy working with teams where I can roll my sleeves up and participate in the design process as an active contributor.

- Creative and technical background, producing award-winning user experience designs with a deep understanding of underlying systems and software architecture
- Building and recruiting user-centered design teams from the ground up
- Designing experiences that demonstrate a high degree of empathy, while meeting objective business requirements
- Conducting user research, usability testing, surveys and producing personas
- Drafting and defining product requirements, including reporting on success metrics with analytical tools

EBATES

Sep 2015 - Feb 2019

Senior Director of UX

- Established UX as a practice at Ebates, recruiting a design team of 9 designers responsible for the design of websites, apps and browser extensions
- Mentored designers and fostering a strong spirit of community within the UX team. Selected by executive team as being one of the company's highest performing managers.
- Lead user research, including remote user testing, surveys and gathering NPS ratings. Trained UX designers on how to conduct research on their individual projects.
- Created a collection of personas for Ebates based on cohort data, survey responses and customer interviews
- Documented style guide for Ebates, including interaction patterns, Sketch sticker sheets and a common component library, fostering consistency across all platforms
- Quantitative reporting with Google Analytics, Tableau, Qualtrics Site Intercept, Delighted NPS and Optimizely

STUMBLEUPON

Jul 2014 - Aug 2015

Director of UX

- Built user experience department at StumbleUpon, growing design team from 2 to 5 designers
- Ground up redesign of StumbleUpon's Android and iOS Apps in six months
- Conducted user research in the form of remote and in-person usability testing, customer satisfaction/NPS surveys and A/B testing
- Established an interactive, responsive style guide for StumbleUpon, documenting brand standards, interaction patterns, iconography, color palette and common visual language across all platforms

ALL MEDIA NETWORK (formerly owned by ROVI, INC)

Jul 2012 - Jun 2014

Director of Product & UX

- Product and UX Director for entertainment websites, including SideReel, AllMusic, AllMovie and Celebified
- Managed a 17-person department of designers, video editors, and product managers
- Produced product roadmaps and conducted Product Councils to determine 6-week cycles of product development
- Ground up redesign and product management of the SideReel iOS app
- Established traffic forecasts and reports on success metrics for product releases with Google Analytics
- Conducted user research in the form of surveys and in-person usability testing

GREATSCHOOLS.ORG

Feb 2009 - Jun 2012

Director of User Experience

- Built and managed UX team of 5 designers
- Designed interfaces for non-profit school directory, including data visualizations, ratings, reviews and search
- Wrote PRDs, defining business cases and success metrics for products

- Designed and product managed GreatSchools iPhone app, sourcing an external agency with RFP to develop product
- Created detailed design specifications for engineering team
- Used Omniture to define and report on success metrics
- Conducted in-person usability testing
- Designed site icons, advertisements and visual interface elements

TASTEBOOK.COM

Jun 2007 – Feb 2009

Senior UI Designer

- Designed user interface for personal cookbook publishing website
- Created detailed design specifications for offshore engineering team, including written, visual and flow documentation
- Designed all site icons, illustrations and visual interface elements

ASK.COM

Mar 2006 – Sep 2007

UI Designer & Manager

- Designed mockups, wireframes and information architecture for vertical search products
- Lead UI Design team, including recruiting and hiring new designers
- Designed interfaces for Ask Search, Ask City and Ask News

OFOTO, INC. (Kodak Gallery)

Nov 1999 – Mar 2006

UI Design & Usability Manager

- Built & managed UX design team of 7 for leading online digital photo site
- Managed customer research, conducting regular in-person, lab-based usability tests
- Designed mockups, wireframes and information architecture flow diagrams for desktop and mobile (WAP) websites
- Wrote functional specifications, site copy and managed production of requirements through development
- Quantitative reporting with CoreMetrics and Keynote WebEffective
- Lead web development team, building front-end for JSP-based website

LISTEN.COM

Jul 1999 - Nov 1999

Web Developer

- Front-end development for online music portal using JSP
- Produced syndicated partner sites against tight deadlines

SILICON GRAPHICS, INC.

Oct 1995 - Jul 1999

Web Designer & Developer

- Designer and developer for large suite of internal and external websites
- Produced mockups, assets, flow diagrams and specifications
- Designed web templates to roll out new brand across company
- Managed computer lab with 30 systems, including both Windows & UNIX platforms

EDUCATION

BA in Art, Computers In Art Program, San Jose State University

Certificate in Landscape Horticulture, Merritt College, Oakland

Individual Courses: C++, Java, JavaScript, Shell Script Programming, Unix System Administration