

# Jennifer Frey

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## Education

UW-Whitewater  
(Whitewater, WI)  
**BA in Graphic Designer,  
Emphasis in Computer  
Technologies, 1999**

University of Georgia  
(Cortona, Italy)  
**Study Abroad Art Program**  
December, 1998

## Early Career

BRADY MARKETING GRP  
(Milwaukee, WI)  
**UX Designer,**  
August 2000 - June 2002

Focused on optimizing user  
experiences for various  
clients' web presence.

MICROSOFT  
SIDEWALK.COM  
TICKETMASTER  
CITYSEARCH.COM  
(Chicago, IL)  
**Regional Field Art Director,**  
November 1999 - July 2000

Art Director for 7 major cities.  
Lead designer for city  
guides, features and design  
templates for the Midwest  
region including  
involvement in corporate  
branding initiatives.

## Information Architect & UX Designer

Over 15 years creating successful user experiences through clear content, simple navigation and dynamic design. Expert in providing a compelling user experience to improve brand loyalty and customer retention.

## My Toolset

UX & UI Design	Information Architecture	HTML 5
Usability Protocols	A/B, Card Sort, User Testing	CSS3/SASS/LESS
Web Site Analytics	Animation/Motion Graphics	Adobe CS Products
Prototyping	Requirements Gathering	Brand Marketing
Persona Creation	Wireframes/Storyboarding	Agile Methodologies

## Professional Experience

RED ARROW LABS (Milwaukee, WI), **INFORMATION ARCHITECT/UX DESIGNER**, February 2011 - Present

### Skills & Experience:

- ◆ Interfaced with product owners and application users to determine the best user-centered design approach for numerous web and mobile applications within a diverse industry of client accounts.
- ◆ Engaged in all stages of the software design process from gathering user acceptance criteria through to the final stages of user acceptance testing.
- ◆ Created a successful user-experience through the use of personas, storyboarding, wireframes, prototypes and hi-fi design mocks.
- ◆ Experienced front-end developer on a wide range of sites, mobile and desktop applications.
- ◆ Instituted heuristic usability reviews, conducted usability tests and surveys on multiple applications at different stages of the product development.

INFOSOFT GROUP, (Milwaukee, WI), **INTERACTIVE MARKETING MANAGER**, June 2008 - December 2009

### Skills & Experience:

- ◆ Interfaced with product owners and application users to determine the best user-centered design approach for numerous web and mobile applications within a diverse industry of client accounts.
- ◆ Lead UX designer on all Local Job Network sites. Corporate rebranding and redesign in December 2009.
- ◆ Designer, front-end developer for email communications and online ad campaigns.
- ◆ Led SEM & SEO efforts for 600+ recruitment sites. Created and maintained over 30 SEM campaigns and 12 analytic dashboards.

DIRECT SUPPLY INC., (Milwaukee, WI), **WEB TEAM LEADER**, August 2003 - June 2008. **INTERACTIVE DESIGNER**, June 2002 - August 2003

### Skills & Experience:

- ◆ Established, grew and managed the first web design team.
- ◆ Managed team members, worked closely with sales and marketing teams to promote online business and strategies. Produce sites and applications to grow the brand.
- ◆ Ensured a high level of usability on all sites. Worked with research teams to conduct usability studies.