

JENNIFER HADLEY

Director of UX

Redheadjen.com

EXPERIENCE

ADVERTISING SPECIALTY INSTITUTE

Director of UX, Current

- Oversee the visual design and user experience for a SaaS product used by Distributors and Suppliers of Promotional Products
- Manage a team of UX designers and researchers across three (3) product teams, each working with their own set of developers, QA, and Product Owner
- Work with Product Owners and Developers to determine criteria for new product features and designs

BROWNSTEIN GROUP

Director of Digital, 2017-2021

- Head of the Digital Department; directly managing two developers and a UX strategist
- Member of Business Leadership Team
- Mentor and oversee creatives to ensure accessible, responsive, and modular design approach
- Lead digital strategy and creation of site architecture, wireframes, and prototypes for new and existing clients
- Work with new business lead to actively pitch, bringing in nearly \$500k in the last year with integrated digital business
- Restructured department and created process to increase efficiency, productivity, and agility

REI

Senior UI Designer, 2015-2017

- Managed and mentored a team of three UX/UI designers
- Lead Designer on first ever, Cannes award-winning, OptOutside Campaign which included digital concept, experience, and interaction which resulted in 7 billion impressions, high traffic and over 1 million sign ups
- Lead Designer on Anniversary Sale experience from concept to completion which included working with cross divisional stakeholders, digital design & asset creation
- Lead Designer on Membership Page redesign which included partnership with several teams, researchers, and leadership

- Refreshed several key brand pages to optimize traffic and conversion rates
- Proven Collaborator in asset creation including on set art direction with in-house photography studio, asset reviews and approvals
- Work hand in hand with copy editors, usability researchers, front-end developers, and design partners as an autonomous contributor to site production and maintenance
- Presented frequently to key stakeholders including the CCO of the company

REAL NETWORKS

Senior UX/UI Designer, 2014-2015

- Primary designer for RealPlayer Cloud web app
- Worked directly with the development team on all UX/UI changes to both desktop, tablet and mobile
- Worked with cross-divisional partners to rebrand and redesign the web app from RealPlayer Cloud to RealTimes with the addition of video
- Presented frequently to key stakeholders including the CEO and CCO of the company

SHAREBUILDER 401K

Interactive Art Director, 2013-2014

- In-house designer responsible for all marketing materials, creative content, and conceptualization
- Working with my design partner, we created all marketing strategy, content, designs, code and copy for emails, landing pages microsites for the sales team
- Utilizing analytics and SEO redesigned the ShareBuilder 401k site to perform more efficiently and increase CTR and decrease bounce rates

PARTNERSCREATIVE

Interactive Art Director, 2013

- Worked directly under the Creative Director overseeing all aspect of design for print and interactive materials
- Assisted the pre-press manager on color correction and mock-ups for all print
- Worked with web developers for all template selection and wireframing
- Lead designer on successful rebranding project for MountainLine
- Worked directly with photographers to schedule photoshoots and purchase photography
- Art directed photoshoots for multiple projects

AMERICAN EAGLE INSTRUMENTS

Graphic Designer/Marketing Associate, 2012-2013

- In-house designer working directly under the national and international sales manager
- Created all brochures and catalogs, working with the printer on color corrections

- Worked with product engineers to develop new packaging for new instruments and instrument collections
- Redesigned the website to allow for a truly e-commerce experience
- Designed booth pieces for Trade shows

DIGITAS HEALTH

Art Director, 2010-2011

- Worked on two different teams, Apoquel and Victoza
- Managed up to 5 designers on the creation of flash and rich media banners, collateral and site redesigns while maintaining brand standards
- Work hand in hand with copy editors, usability researchers, front-end developers, and design partners as an autonomous contributor to brand sites, mobile apps and pitch work

TIERNEY

Art Director, 2008 - 2010

- Work hand in hand with a copywriting partner on collateral, print, outdoor, online banners, and television
- Worked with the in-house art buyer on image selection, purchasing and photo shoots
- Clients included Bayer Environmental Science, Boiron, TD Bank, PECO, Cooper Hospital, and Independence Blue Cross
- Presented frequently to clients and the Creative Director

EDUCATION

THE CREATIVE CIRCUS

Art Direction, 2005-2007

THE UNIVERSITY OF MARYLAND

B.A in Advertising, 2001-2005

EFFICIENCIES

Sketch, Abstract, Invision, Photoshop, Google Analytics Certified, Zeplin, Illustrator, InDesign, HTML, CSS, CMS, Wordpress, Hotjar, MailChimp, Hubspot, JIRA