

Draenna Jackson

UX Researcher & Designer

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Skills

- User Experience Design
- Information Architecture
- User Testing (live and remote)
- User Research
- Sketch and InVision
- Contextual Inquiries
- Bootstrap and Responsive Design
- Adobe Creative Suite
- HTML5/CSS3
- Javascript/jQuery
- SharePoint
- Axure and Balsamiq

Experience

RSNA / UX Researcher

Nov 2018 - current, Oak Brook

Developed detailed research plans and interview scripts for several Digital Roadmap initiatives.

Conducted both quantitative and qualitative data analysis on data gathered from one-on-one interviews, surveys, and remote and local user testing.

Paired with the Senior UX Designer to create, evaluate, and iterate on rapid UI prototypes in Axure to support key design decisions.

Developed reusable templates to communicate research findings to executive leadership, business stakeholders and project teams.

HS2 Solutions / UX Designer

July 2017 - June 2018, Chicago

Conducting user tests (remote and in-person) and creating research protocols for such clients as Wilson Sporting Goods, Southern Illinois Healthcare, VSP, Parallon and Alight.

Designing, prototyping and presenting concepts and wireframes to clients, QA, development, and internal teams.

Conducting accessibility audits of live and in-production websites.

Conducting competitive analysis reviews and heuristic evaluations of both desktop and mobile sites.

Illinois Tool Works / Interaction Designer

June 2014 - July 2017, Glenview

Designing user research plans, conducting user testing and providing expert evaluations ahead of the launch of new multi-million dollar equipment lines.

Designing UI elements for new product interfaces.

Monitoring customer engagement with Google Analytics.

Creating wireframes, user flows, personas, card sorts, and prototypes to inform business decisions.

Creating still and motion graphics.

Built and tested the UI for an enterprise-wide learning management initiative, including creating wireframes, designing web hierarchies, building user stories and site pages, and doing heuristic evaluations.

Northwestern Health / Assistant Researcher

Feb 2016, Evanston

Assisted in data analysis of a Northwestern Health usability study, for a new software product called HealthMeasures.

Created user flows and evaluated user response to test criteria.

zZounds.com / UX Intern

Jan 2015 - May 2015, Chicago

Conducted competitive analysis and market research of other retailers in the industry.

Along with a CX Designer, assisted in the creation of several archetypes/personas used to guide a site redesign and inform business strategy.

Conducted and recorded usability tests of a new beta mobile site.

Analyzed customer data to find patterns in customer needs ahead of a site redesign.

Education

DePaul University / M.S. Human-Computer Interaction

Sep 2013 - Nov 2015, Chicago

Delta Upsilon Pi Epsilon Honors Society member

Columbia College Chicago / B.A. Film and Video