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Jennifer Wallace Sassi

User Experience Architect

Experience

Capital One 360, Formerly ING Direct October 2012 - Present

Sr. User Experience Architect

- Responsible for the overall user experience of Capital One 360 web properties, in particular the IT Security and Fraud Customer Security business verticals.
- Manage the user experience throughout the development cycle, including business needs analysis, user-centered design and development, usability testing and measuring success, ensuring that all user experiences adhere to Brand tone and personality as defined within the Capital One 360 Web Style Guide.
- Work as a primary analysis and design resource, supporting the user experience for two business verticals and their respective agile development teams.
- Collaborate with multi-disciplinary teams to define customer needs and web page flows for project and enhancement efforts by constructing working prototypes, page designs, graphics, and mockups to support development and product release efforts.
- Knowledge of front-end development, responsive, adaptive, and mobile design (XHTML, JavaScript, CSS, AJAX)

Yellowbook/Yell Global/Hibu March 2012 – June 2012

Sr. User Experience Architect

- Acted as the Lead UX Architect for ensuring the Web-Browser experience of Hibu's newly branded product, aligned with end-user needs while maintaining congruency with Hibu's mobile and tablet UX designs.
- Provided information architecture services for existing Yellowbook web applications and web products for consumers, merchants, and internal users.
- Worked closely with UX manager and Product managers on new product/project scoping, concept visualizations, and project initiation activities.
- Incorporated quantitative and qualitative user research findings and usage data into design solutions.

Local Wisdom Sept. 2011 – Jan. 2012

Independent Consultant – metaJenny, LLC - Sr. Information Architect

- Responsible for researching website needs (audiences, business and competitors), concepting the UX framework to accomplish audience and business goals, then producing documentation (site maps, wireframes, transaction flows, schematics, navigation models) for an array of digital properties (Johnson & Johnson Social Media Toolkit, UniversityGuideOnline.org, Johnson & Johnson Total Oncology).
- Acted as a mentor for Jr. IAs through daily delegation and task review sessions, drawing upon agile design techniques required for managing multiple clients and projects simultaneously.

Project Performance Corporation (PPC.com) Oct. 2010 – March 2011

Sr. Taxonomy Analyst for BestBuy.com – PPC Client

- Provided eCommerce taxonomy expertise for BestBuy.com, through daily maintenance and updates of taxonomy labeling, organization, validation, which allowed BestBuy.com to maintain competitive advantage as one of the biggest online electronics marketplaces in existence today.
- Created an interactive Axure prototype of 3 variations on potential mega-menu navigation treatments for BestBuy.com's redesign and moderated a 30-person user-testing session, the results of which contributed to BestBuy.com's latest UX design.

Marriott

June 2010 – Aug. 2010

Sr. Information Architect

- Created standardized information architecture pattern libraries and taxonomies to ensure consistency across Marriot.com's digital properties.
- Defined competitive landscape, established benchmark, and conducted competitive assessments.

Hewlett-Packard (HP) & General Electric (GE)- IDEA Integration

March 2010 – June 2010

Independent Consultant – metaJenny, LLC - Sr. Information Architect/User Interface Designer

- Gathered and extracted key elements from business and user requirements to complete designs for Hewlett-Packard's (HP's) B2B taxonomy-ontology product, Taxonom, which provides data classification Software as a Service (SaaS) for building taxonomies for records management..
- Oversaw a complete website redesign for GE Sensing, ranging from lo-fi and hi-fi wireframes, heuristic analysis, and SEO strategy presentations and education for content managers.

The Washington Post

Feb. 2010 – March 2010

Independent Consultant – metaJenny, LLC - Information Architect

- Crafted a templated user experience design for the entire Washington Post Sports section, based on multiple stakeholder requirements and extremely tight deadlines.
- Created module-based wireframes and system flow for optimizing the content, interaction, usability, and experience-engagement factors.
- Communicated the needs of feature and work-process enhancements to ensure a seamless transition for The Washington Post's content managers during the migration to the EIDOS CMS.

American Psychological Association

May 2008 – Jan. 2009

Independent Consultant – metaJenny, LLC - Lead Information Architect

- Led internal interdisciplinary teams in the efforts of the APA main site redesign, as well as the initial design for the APA Convention site, intentionally constructed to be used as a master template for future annual conferences.
- Met frequently with stakeholders and colleagues to guarantee that the sites functioned in line with the needs of the various, specific Subject Matter Experts in the nonprofit's domain.

AOL

Nov. 2007 – Jan. 2010

Sr. Information Architect/ Product Concept Designer

- Led interdisciplinary teams as we launched various products for the AOL Shopping, Careers, Personals, Mobile, Travel, Autos, and Real Estate Channels, which drove traffic and engagement metrics that exceeded budget expectations.

- Created information visualization spreadsheets to assist the Bangalore Development Team with interfacing with the Programming/Editorial CMS Team to optimize AOL Shopping Storefront relevance for the AOL Shopping channel. Worked closely with PriceGrabber.com to create unique, competitive variations on AOL's taxonomy, datafeed, and api presentations for end-users.
- Successfully championed the need for a streamlined, self-service tool (Nelson), with which a user (be it internal or external) could complete the task, in entirety, of launching a storefront on AOL Shopping, from the initial action of showing interest by submitting contact info to our syndication and distribution teams, to choosing visual design skin and selecting and ranking products to strategically display on the customer-facing front-end of the StoreFront (Avon, Ice.com).
- Led global product design for AOL-cross channel product promotion by participating in a small eCommerce Special Projects group, providing ideation and conceptual mocks for an image labeler product, Delilah. Delilah is not only successful and applicable for all commerce channels (proof of concept showed the variants achievable for Shopping (My Wardrobe) and Personals (Battles); we also set the case for its functionality so that it might be applied in relevant context across all AOL Media properties.

SAIC

March 2006 – Feb. 2007

Knowledge/Content Technician

- Promoted and oversaw growth and development of the PM ACWA Portal as the central repository for static and dynamic knowledge concerning the PM ACWA Program and associated Project sites.
- Created work flow guides for new content streams in the forms of document libraries, short-term team sites and workspaces, and applications hosted on the Microsoft Sharepoint Portal.
- Provided training and introduction of Portal features to new employees and employees tasked with maintaining content on the Portal.

KPMG LLP

July 2004 – March 2006

Lead Project Coordinator/Sr. Editorial Services Representative

- Maintained hub and spoke work flow process for in-house publishing department with locations in Maryland, Washington DC., and Virginia by utilizing superb organizational, time management, interpersonal, stress management, and problem-solving skills.
- Oversaw project management for 25 employees and coordinated tight deadlines with partners and senior managers of the accounting firm.
- Teamed with Federal Proposal Manager to edit winning DoD proposal for \$60 million contract.
- Edited, proofread, and updated government proposals, financial statements, and graphical presentations according to GPO, Chicago Manual of Style, and KPMG standards.

Thomson Financial Publishing

June 2003 – July 2004

Editorial Assistant

- Edited and maintained layout of weekly, biweekly, and monthly newsletters and book inserts.
- Composed articles for weekly print and electronic publication of Pratt's Letter, and copy for American Banker Online. Created and updated additions to the Compliance Examiner's Update Manual.

Education

University of Baltimore

Pursued MS in Information Architecture and Interaction Design, completed all coursework

Villanova University

Masters Certificate in Project Management

The College of William and Mary

BA in Literary and Cultural Studies of Islamic Nations