JESSICA SCHILLING

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UX-driven product strategy and leadership via 20+ years' experience in an exceptionally diverse range of industries, with teams ranging from small startups to multinational corporations. Laterally driven, systems-focused problem solver committed to making products and services better for humans.

CAREER HISTORY

2024 | **Leadership and Strategy Consultant.** University of Colorado, Boulder, CO
- Proof-of-concept "passion project" contract to reboot the University of Colorado Boulder's student radio station and prepare it for ongoing financial and student-experience success
- As acting general manager, reinstated stalled underwriting and fundraising efforts, successfully established partnerships with multiple university departments, and grew student involvement by more than 500%; as a result, general manager position was created as a permanent role

2021-2024 | **Lead Product Designer, Strategy.** Liberty Mutual Insurance, Boulder, CO (remote)
- Responsible for overall user experience strategy for projects ranging from business insurance quoting platform to the claims portfolio as a whole in the company's Global Risk Solutions division
- Scope from project- and product-centric UX oversight to wider-reaching, long-term cross-initiative research and strategic design

2019-2021 | **User Experience & Product Lead.** Protocol Labs, Boulder, CO (remote)
- UX-focused product/project strategy and management for GUI tools and other developer onboarding resources for Protocol Labs' decentralized web stack
- Scope from the highly strategic (landscape analysis, product-market fit, design thinking) to day-to-day tactical (project management, UI design/implementation, code review, etc.)

2017-2019 | **Senior Product Designer.** Solaria Labs at Liberty Mutual, Boston, MA
- Responsible for UX and overall product design strategy, planning and execution for rapid-prototyping projects in areas including big data, augmented reality, and the sharing economy
- Design director for Liberty Mutual's Certainly insurance platform, with end-to-end responsibilities ranging from UX strategy and design-language oversight all the way to front-end coding
- Roadmapping and implementation of overall UX strategy and best practices for the lab as a whole

2016-2017 | **Information Architect & UX Design Lead (Contract).** Fidelity Investments, Boston, MA
- Key strategist in information architecture, design and implementation for a reworked Fidelity.com experience reaching more than 12 million users, deflecting upwards of 150,000 calls in its initial launch period, and saving the firm more than $3.1 million in its first year
- As project design lead, ensured UX/UI quality, consistency with existing and in-development channels, and best-of-breed performance among competitors' products
- As part of a Scrum Agile team, enabled just-in-time, highly iterative delivery of product features

2014-2016 | **UX & Communications Design.** Harvard University Information Technology, Cambridge, MA
- UX strategy, design and implementation for Harvard's identity and access management program
- Led UX discovery, requirements gathering and decisions for launch of the program's principal product

2011-2014 | **UX, Design & Communications.** College of Engineering and Applied Science, University of Colorado, Boulder, CO
- Oversaw development of college's Drupal-based website — later used as a template for design patterns for sites across the university — from research through to wireframes, prototypes, testing and launch
- Helped lead college rebranding effort, from focus groups and persona work to finished style guides
- Designed, coded and produced omnichannel communications and marketing materials

2010-2011 | **Social Media & Online Integration Specialist.** Lawrence Journal-World, Lawrence, KS
- Key strategist in integrating social media, particularly UX considerations, into company's online identity
- Created, managed and executed social media campaigns for internal and external clients

2007-2010 | **Web/Print Designer & UX Specialist.** Go Daddy, Cedar Rapids, IA
- Key player in Go Daddy's initial push into iOS app space, including go-to presence on interface standards; worked closely with developers to ensure usability, consistency and best practices
- Extensive involvement in rapid-iteration A/B and multivariate testing on a user base of millions
- Critical in site rebrand, including iconography design and strategy for all Go Daddy products

2006-2007 | **Marketing Specialist/Project Manager.** American Rental Association, Moline, IL
- Led effort to establish corporate branding and UX/UI standards
- Designed, wrote and produced web and print materials for generalist, specialist and technical audiences, including newsletters, magazine ads, direct mail and trade show artifacts

2006 | **Creative Lead, Brand Strategist & UX Specialist (Contract).** Inspired Signage, London, UK
- Directed team of designers on industry-leading digital signage projects
- Worked closely with developers, sales staff and executives on needs assessment and implementation of both internal and user-facing UX deliverables

2005-2006 | **Product Owner/Editor.** Criterion Publishing, Buckinghamshire, UK
- Redesigned brand for the relaunch of two internationally recognized trade publications
- Assessed UX needs, prototyped, coded and tested accompanying CMS websites for parallel launch

2003-2005 | **Product Owner/Managing Editor.** World Media Publishing Ltd, London, UK
- Redesigned and project-managed annual 500-page luxury and boutique hotel guidebook
- Worked in tandem with developers to wireframe, prototype and implement UI for website relaunch
- Architected a custom automated, XML-based website/print synchronization solution
- Oversaw all creative and worked closely with developers, freelancers and agency staff

EDUCATION
Bachelor of Science (journalism) and Bachelor of Arts (music), highest honors
University of Colorado Boulder

SOFTWARE & LANGUAGES
HTML/CSS, JavaScript, React, Vue, Adobe Creative Suite, all standard UX prototyping and CMS tools