

Jennifer Otten  
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Objective: To obtain a position that will utilize and challenge my skills while incorporating usability with visually appealing design. A position that allows me to take ownership of various products experience based on what is ideal for the product's targeted demographic and guide its development both strategically and technically

Computer skills: Axure, Basecamp, Keynote, Git, Joomla!, WordPress, HTML, CSS, XML, OmniGraffle, Balsamiq, Acrobat, After Effects, Coda, Fireworks, Flash, Illustrator, InDesign, Photoshop, QuickTime, Microsoft Office, Mac and PC proficient

Work experience:

- 2014–present McGraw-Hill Education, New York, NY  
Senior User Experience Designer
- Work with stakeholders and product sponsors to develop product requirements
  - Further develop wireframes into interactive axure documents for user testing
  - Review and produce stimulus based on focus group testing and academic design research
  - Work with stakeholders and product sponsors to develop product requirements
  - Develop and refine wireframes for product
  - Review and produce stimulus based on focus group testing and academic design research
  - Create functional prototypes for user testing and product development
  - Create user flows, site flows and site maps
  - Conduct heuristic evaluations, user testing and gap analysis on products.
- 2008–2014 Solomon R. Guggenheim Museum, New York, NY  
Senior Interactive Designer
- Compiled site structure from audits of various projects' content and feedback from various stakeholders
  - Developed functional diagrams of usability of content navigation that incorporated market research on best experience of the "end user"
  - Evolved functional flows based on small group case study testing before and after launch of projects
  - Oversee the implementation of project designs to ensure development incorporated functional specifications that were defined
  - Art direct all digital graphics for museum, including [guggenheim.org](http://guggenheim.org) and third-party websites
  - Design all exhibition microsites and new sections on main site
  - Launched Webby Award-winning website [guggenheim.org](http://guggenheim.org)
- 2007–present Ottendesign.com, New York, NY  
Creative

- Interviewed clients for "key points" list of final goals, educated clients on possible alternate avenues when necessary
  - Created Photoshop documents for the former 236.com ([huffingtonpost.com](http://huffingtonpost.com))
  - Created HTML website with Flash animations for Real Estate Arts ([realestatearts.com](http://realestatearts.com)), New York
  - Created design proposals for MTV's NextMovie website ([nextmovie.com](http://nextmovie.com))
  - Created photo edits and 3D medical illustrations, and designed identity package and After Effects
- 2004–2006 Peace Corps, Kazakhstan  
Volunteer
- Created PowerPoint presentations and learning material
  - Taught Kazakhstani businesses to use graphics programs for building websites
- 2003–2004 Newkirk, Albany, NY  
Web Designer
- Produced visual multimedia presentations for use in on/offline pieces
  - Illustrated and animated Flash website for companies in the financial sector
  - Created production illustrations and animations for multimedia and Flash website
- 2002 Fablevision, Boston, MA  
Graphic Designer / Illustrator
- Illustrated and animated Flash website for Clifford the Big Red Dog
  - Produced graphics and animations for multimedia and websites
- 2000–2007 Cosmic Blender, Watertown, MA  
Graphic Designer / Illustrator
- Illustrated and animated Flash website for Fortune 500 clients
  - Produced graphics and animation for multimedia and websites
- 2000–2001 Multivision, Cambridge, MA  
Motion Graphic Designer / Illustrator
- Illustrated and designed boards look and feel for educational market
  - Worked with small creative team of producers and editors on corporate videos
- 1998–1999 Six Red Marbles, Cambridge, MA  
Game Designer / Illustrator
- Illustrated and designed interfaces, boards, look and feel, and navigation for interactive CD-ROM games for commercial and educational market
  - Worked with small creative team and programmers
- 1998 Simon and Schuster Custom Publishing, Needham, MA  
Graphic Designer
- Designed book covers and jackets
  - Created webpage designs and book-page layouts
- 1995–1998 a/d/s/ inc., Wilmington, MA  
Art Director
- Worked in a fast-paced in-house art department for audio companies, which included several sister companies: a/d/s/ (Analog Digital Systems), Wilmington, MA; Orion Industries Inc., Tempe, AZ; and Apogee Acoustics, Wilmington, MA

- Created identity for magazine ad design and production, direction of photo shoots, computer-generated illustration, technical drawing, logo design, understanding of technical terms in relation to product, product research, press quotes, press checks, manual trapping, product silk-screening, product labels and packaging, industrialization of product, machined font database, T-shirt designs, banners, brochures, and manuals

Education: Bachelor of Fine Arts in Graphic Design, Plymouth State University  
National Sports Academy

Achievements:

- Interactive Media Awards winner
- 13th Annual Webby Award for Best Cultural Institution
- Work exhibited in Carl W. Drerup Art Gallery (1991, 1992, 1993 and, BFA student showing in 1994)
- Senior Thesis review exhibited in Silver Cultural Arts Center (1994)
- Work exhibited at New York State Empire Museum for the Imagination Celebration
- Captain of women's downhill ski racing team, nationally ranked, Collegiate All-American (1991)