

Jennifer E. Morioka

I am a user experience researcher & designer applying human-centered principles to create digital experiences.

www.moremorioka.com
info@moremorioka.com
415.308.6969

Product Designer

Nov 2014 – Present **2.5 years**

Health Fidelity, Inc.

Working on an **enterprise healthcare suite** of applications that enables health plans to manage and optimize their risk adjustment efforts.

- Research and design of a minimum viable product (MVP) of a **data visualization application** that serves as the business intelligence platform.
- Discovery research and design proposals for a new feature for the workflow productivity application.
- Contribute to the development of the **design pattern library**
- **Lead hiring efforts** to build out design team

Project Lead

Jan 2014 – Aug 2014 **7 months**

Masters Project Client: [University of Pittsburgh Medical Center](#)

Research and design of a proposal that was part **service design** and part **mobile app** aimed at helping patients manage their hypertension and improve the patient-clinician communication.

- **Project management** and main liason between client and internal team.
- Structured the **competitive analysis**
- Participated in literature review of **behavior-change theory**, user recruitment, user testing, diary study, **home visits**, and **participatory ideation sessions**

Interaction Designer

Feb 2010 – Aug 2013 **3.5 years**

Moremorioka (self-employed)

Ran my own sole-proprietor as a freelance visual and interaction designer

- Worked on various consumer brands from **mobile apps** to **desktop applications** for a range of industries from high-tech to entertainment.
- Involved in all aspects of visual creation from **consulting** and concepting to production.

Clients: Microsoft, Syncables, Catch

Sr. Interaction Designer

Sept 2011 – Nov 2012 **1 year**

SolutionSet now Epsilon

Interactive designer for a digital agency working on customizing a social community platform for various clients.

- Led client-facing visual design reviews.
- Extended and applied clients' brand guidelines to their social community interfaces.
- Assisted in user experience discussions and wireframe creation.
- **Designed web and mobile apps**, internal marketing materials, and sales decks.

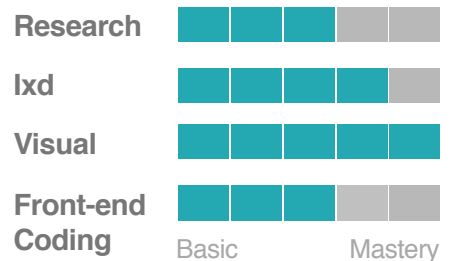
Clients: American Airlines, AT&T, Intel, SAP, Shutterfly Inc.

Education

M.S. **Human-Computer Interaction**, Carnegie Mellon University
2013 – 2014

B.A. **Anthropology & Fine Arts**, University of California at Berkeley
1997 – 2001

Skills Chart



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Sr. Web Designer

Oct 2007 – Feb 2010 **2.5 years**

ON24 Inc.

In-house creative for a B2B company specializing in webcasts and virtual events.

- **Customized interfaces**, produced visual marketing assets, **microsites** and HTML emails for Fortune 500 clients.
- Advised clients on best practices.
- Trained junior designers.

Graphic/Web Designer

Jan 2006 – Oct 2007 **2 years**

slater/marinoff & co.

In-house designer responsible for all marketing materials for a modern furniture company.

- Created **marketing materials** including print ads, catalog sheets, sales tags, and other visual needs
- Updated store **website**

Research Methods

Card Sorting
Competitive Analysis
Contextual Inquiry
Diary Study
Fault Tree Analysis
Heuristic Evaluation
Literature Review
Log Analysis
Task Analysis
Usability Testing

Data Models

Affinity Diagrams
Journey Maps
Personas
Workflow Diagrams

Design Tools

After Effects
Invision
Illustrator
InDesign
Photoshop
Powerpoint
Sketch

Development Skills

HTML
CSS
Bootstrap