

# Jennifer E. Morioka

## User-centered Product Designer

www.moremorioka.com | info@moremorioka.com | linkedin.com/in/moremorioka | Costa Mesa, CA

### Product Design Consultant

Oct 2017 – Feb 2018 **5 months**

Siemens Healthineers | Mountain View, CA | Healthcare Diagnostic Tools

- Led **discovery research and design for a minimal viable product (MVP)** designed to improve patient care by optimizing the identification and management of incidental findings. Designed a workflow for managing incidental findings for both the radiology and primary care teams.
- **Qualitative research** included contextual interviews and user testing
- Design deliverables included information architecture, **user role definition, workflow definition**, prototypes, user stories, specifications
- **Product ownership** responsibilities included requirements gathering, feature prioritization, user stories and **defining acceptance criteria**

### Sr. Product Designer

Nov 2014 – Aug 2017 **3 years**

Health Fidelity, Inc. | San Mateo, CA | Healthcare Risk Adjustment SaaS

- Successfully delivered **healthcare enterprise SaaS** based on **big data and machine learning** for Population Risk Management.
- **Persona definition** across the entire suite of apps
- **Led hiring** efforts to build out design team
- Products:
  - **Research and design of an analytics dashboard**
  - Research and design of a delete report and corresponding workflow.

### UX Design Consultant

Feb 2010 – Aug 2013 **3.5 years**

Moremorioka | San Francisco, CA | Various Consumer Brands

UX and visual direction and design of consumer-focused **mobile, web and desktop apps**

Clients: Microsoft, Catch (acquired by Apple), Video Genie

### Sr. UX Designer

Sept 2011 – Nov 2012 **1 year**

SolutionSet | San Francisco, CA | Digital Marketing Agency

- UX design for SolutionSet's Social Business Practice
  - Visual and UX design lead for enterprise social platforms, marketing campaigns, and online communities for **mobile and web**
  - Facilitate and advise client-facing design reviews
- Clients: American Airlines, AT&T, Intel, SAP, Shutterstock Inc.

### Sr. Web Designer

Oct 2007 – Feb 2010 **2.5 years**

ON24 Inc. | San Francisco, CA | Webcasting SaaS

- Visual and interaction lead for customized microsites, HTML emails serving Fortune 500 clients.
  - Trained junior designers.
- Clients: Oracle, HP, Cisco, Franklin Templeton, Lilly, Merck

### Graphic/Web Designer

Jan 2006 – Oct 2007 **2 years**

slater/marinoff & co. | Berkeley, CA | Modern furniture retailer

In-house designer responsible for creative direction and production of branding graphics for print and web.

### Education

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

B.A. **Anthropology**  
B.A. **Fine Arts**, UC Berkeley  
1997 – 2001

### 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

Atomic  
Axure  
Balsamiq  
Draw.io  
Gliffy  
Invision  
Illustrator  
Photoshop  
Powerpoint  
Sketch

### Development Skills

HTML  
CSS  
Bootstrap

Last updated: 03/28/2018