Jenny Marx

FULL-CYCLE PRODUCT DESIGN LEAD

www.bloomsoon.com
jenny@bloomsoon.com
linkedin.com/in/curiousterrain

EXPERIENCE

Procore Technologies — Staff Product Designer | *Aug 2021 – present (Remote)*

- Design lead on complex initiatives driving global adoption of cloud-based construction management software by improving its flexibility to serve a broad range of customers, industry sectors, and regulatory environments.

- Research, design, and support development of major features and enhancements enabling customers to automate and speed up construction project review and approval workflows.

- Partner with product, engineering, and design leaders across multiple divisions, influencing and facilitating alignment on design priorities and strategy for several of the company's highest priority initiatives.

- Mentor and coach designers with a focus on conceptual design and cross-functional communication skills.

Mercy Corps — User Experience Lead | *Sep 2017 – Aug 2021 in Portland, OR*

- Founding design lead on a startup-like internal software development team for a global humanitarian development agency with 5,000+ employees who deliver and support community-based programs in over 40 countries.

- Led the transformation of a promising MVP into an enterprise scale solution for program performance Monitoring, Evaluation, and Learning (MEL) serving a broad range of sectors, geographies, and technical proficiency levels.

- Led UX research, training and partnering with traveling MEL advisors to collect and synthesize qualitative data that informed product strategy. Personally conducted on-site contextual inquiry with end users in Tunisia.

- Facilitated discovery workshops and prioritization exercises with end users, subject matter experts, and Performance and Quality leadership to clarify ambiguous requirements and help reconcile conflicting priorities.

- Researched, designed, and wrote technical specifications for complex platform features and enhancements including data visualizations, dashboards, dynamic reporting, program setup and configuration tools, and admin tools.

- Served as the engineering team's product owner, facilitating communication with project stakeholders, translating designs into development-ready epics and stories, managing the product backlog, and performing acceptance testing.

Jive Software — Senior Product Designer | *Apr 2015 – Sep 2017 in Portland, OR*

- Served as product design lead on cross-functional teams, partnering with product managers, customers, UI designers, and developers to deliver modern, cloud-based enterprise communication and collaboration solutions.

- Transformed image collections from a manual carousel widget to a dynamic curation and social media experience.

- Re-envisioned user profiles to better utilize dynamic content, facilitate connections, and improve engagement.

- Created a streamlined admin experience to drive adoption by small and medium sized businesses.

- Led the UX research program, planning, performing, and synthesizing interviews, contextual inquiry, and formal usability testing with customers in the US, UK, and France. Mentored other designers in UX research methods.

Sitka Technology Group — Senior UX Designer / Product Owner | *Jul 2014 – Apr 2015 in Portland, OR*

- Design lead and product owner responsible for research, design, and delivery of environmental conservation management solutions used by non-profit and government conservation managers in Portland and the Bay Area.

- Facilitated requirements gathering, design feedback, and product training sessions with clients including Metro, City of Portland, and Clean Water Services.

- Worked with engineers to release budget planning and allocation tools enabling conservation managers to prepare and submit budget proposals, and for division managers to review proposals, approve projects, and allocate funds.

Jenny Marx
FULL-CYCLE PRODUCT DESIGN LEAD

www.bloomsoon.com
jenny@bloomsoon.com
linkedin.com/in/curiousterrain

EXPERIENCE (continued)

Amplified by Design (formerly Empirical UX) — Senior UX Designer | *Oct 2010 – May 2014 in Portland, OR*

Delivered quick-turnaround design solutions for agency clients in Portland and the Bay Area. Design lead on projects spanning diverse themes including consumer electronics, in-vehicle infotainment, manufacturing sample demand forecasting, and post-disaster communications.

Curious Terrain — Founder and Product Designer | *Jun 2010 – Jun 2014 in Portland, OR*

Building on my landscape architecture Master's project, I designed, produced, and sold a deck of cards with creative prompts for observing, recording, and thinking critically about the experience of place.

Graduate Student of Landscape Architecture | *Jun 2007 – Jun 2010 at University of Oregon, Eugene, OR*

Completed a studio-based program involving course work in landscape history, theory, analysis, planning, and ecology. Researched methods of discovering, recording and communicating the human experience of place.

Freelance User Experience Designer | *Oct 2005 – June 2007 in Portland, OR*
Enterprise UX design for manufacturing, health care, and medical technology companies.

SKILLS

UX research, UX strategy, product design, contextual inquiry, interviewing, product discovery facilitation, usability testing, synthesis, personas, mental models, task analysis, information architecture, interaction design, wireframes, mockups, prototypes, storyboards, user stories, use cases, functional requirements, acceptance testing.

EDUCATION

Master of Landscape Architecture, University of Oregon

BA, Visual Art, Brown University
  • **Drawing and photography studies,** Rhode Island School of Design (through Brown University)
  • **Printmaking studies,** Accademia di Belle Arti di Bologna (through Brown University)