

JENNIFER BARANOFF

UX Researcher w/ a design strategy background

Master's in Human-Computer Interaction

Carnegie Mellon University
Madeira Interactive Technologies Institute
Int'l CHI Competition: Runner-up Team

B.A. English

B.A. Economics

University of California, Berkeley
Regents' and Chancellor's Scholar

1 yrs 1 mos | 2018-present | Manhattan, NY

Google (TVC)

UXR, Categorical Search Lead

Develop research agenda and plans to shape product development for PM, UX, and engineering.

Identify future-forward opportunities based on archetypes, user behavior, and latent needs.

Developed evaluation method ("three bar method") which was incorporated into the org-wide eval program.

2 yrs 4 mos | 2015-2018 | Brooklyn, NY

frog design

Design Researcher

Led field research involving foundational, generative, and evaluative components for research and strategy programs, resulting in tactical design changes and strategic concepts and opportunities.

Clients included Dick's Sporting Goods, Robin Hood, Hyatt, Cigna, ADA, BNY Mellon.

Lead of Creative Forum and catalyst for studio culture.

3 mos | 2014 | Brooklyn, NY

Huge

Content Strategy Intern

Planned for the publication and maintenance of engaging content on clients' digital platforms.

10 mos | 2013-2014 | Washington, DC

Map Kibera

Freelance UX Designer

Developed user flows, information architecture, and communication strategy for an open mapping site.

4 yrs | 2009-2013 | Washington, DC

US Department of Justice, Antitrust Division

Paralegal Specialist

Outstanding Scholar Program (GS-9)

Researched and investigated anti-competitive behavior in the financial services and software markets.

Skills interviewing, qualitative research methods, competitive analysis; synthesis & insights, frameworks, journey maps; service blueprints, prototyping; concept development, storyboards; photo & video capture/editing; workshop planning and facilitation, storytelling, oral presentation.

Tools Adobe InDesign, Illustrator, Photoshop, Premiere, Lightroom, Sketch, InVision, Keynote, Google Analytics, Validately, Vidlet, dscout.