

JENNIFER THOMAS

Brand Renovator & User Experience Advocate

I have over 15 years of experience bringing brands to life and creating meaningful and effective user experiences within the ever-changing technological landscape.

EXPERIENCE

Design & Marketing Director | Boutique Apartments, Denver, CO | 2006-present

Boutique Apartments, and its sister company Wheelhouse Apartments, manage over 90 multifamily properties in the Denver metro area. I develop, implement, and oversee the brand strategy and marketing solutions to improve the user experience for our prospects, residents, owners and employees.

- Research and design visual solutions, including websites, logos, signage, and print collateral
- Ensure the brand goals are met by all customer-interfacing communications
- Manage and implement strategic marketing and advertising solutions
- Oversee and implement reputation management strategies
- Design and implement social media strategy and write custom marketing content
- Work across all departments to improve user experience among our user groups
- Consult on interior and exterior design elements for buildings

Design & Marketing Director | Shift Workspaces, Denver, CO | 2012-2015

Shift Workspaces launched in 2012 as Denver's first boutique office and coworking space. I developed and implemented the brand and marketing strategies, to help Shift achieve 100% occupancy within the first 18 months.

- Developed and implemented the brand and marketing strategies, and designed the logo, marketing & advertising collateral, website, signage and environmental graphics
- Researched and implemented software solutions to create a custom CRM workflow
- Interfaced with all departments to ensure efficient marketing, branding, and process workflow strategies, and to improve customer experience
- Managed PPC campaigns and analytics
- Managed graphic design intern

Interaction Designer | The Design Mine, Denver, CO | 2003-2006

The Design Mine (now Engrain) was a boutique design agency offering branded solutions for local and national companies. I conceptualized and designed web sites, motion graphics, print collateral, and identity packages. Clients included: *ESPN, Ford, Avaya, Redpeak Properties*

Art Director | iXL, Denver, CO | 1998-2001

iXL was a digital agency for Fortune 1000 companies. I directed and managed designers in the creation of high-profile client websites, conceptualized and designed print collateral and interactive experiences, and worked closely with information architects and programmers to ensure quality user experiences. Clients included: *Kmart, Fedex, Universal Studios, Express, Calvin Klein*

Interactive Designer | Ingenius, Denver, CO | 1994-1998

Ingenius was a joint venture between Reuters and TCI Cable, and produced a multimedia online news journal called "What on Earth" for use in classrooms. I designed and produced daily interactive news stories, and worked with a team of journalists and education specialists to develop creative solutions for classroom learning.

CONTACT

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EDUCATION

General Assembly

User Experience Design Course, 2018

Concepted, researched and designed a prototype for a pet food mobile app. Conducted user and competitive research, created personas, user flows, feature requirements, information architecture documents. Created the visual design including low-fidelity and high-fidelity prototypes and wireframes, and conducted basic usability testing.

University of Wisconsin-Madison

Bachelors of Science

SKILLS

Visual Design

- :: Art direction
- :: Brand strategy
- :: Identity design
- :: Interface design
- :: Typography
- :: Print design
- :: Copy writing
- :: Copy editing
- :: Photography

UX Design

- :: Prototyping
- :: Wireframing
- :: Storyboarding
- :: Personas
- :: Competitive research
- :: Usability testing
- :: User flows
- :: User interviews
- :: Feature requirements
- :: Affinity mapping

Software

- :: Photoshop
- :: Illustrator
- :: InDesign
- :: Sketch
- :: Invision
- :: Microsoft Office