



Jean Leitner

Web User Experience Designer and Consultant

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My Design Mantra

Define and listen to your user. Design and produce for your user.
Listen to your user again! Repeat until user is successful.

My Design Recipe and Process

Ingredients:

Driver of a task (business owner)

Designer (research and production)

Developer (implementation)

User of the solution (testing)

- Mix in a bowl **Driver**, **Designer**, **Developer** and **User**, preferably in a clear-minded, open, creative space
- Stir in careful but efficient research, testing and design, using competitive analysis, broad survey, heuristic evaluation, brainstorming, low-fidelity sketching/wireframes and frequent “rapid” prototyping
- Fold in targeted **User**/s until required task is completed successfully
- Gently blend in higher-fidelity visual design and prototyping, such as mock-ups, comps, HTML functions and controls
- Inspect for any technical requirements or limitations with **Developer**
- Shop for **User**/s and test again.
- Repeat all until **User** can complete the task. Delicious!
- Watch and track sales, conversion and feedback.

Celebrate Return on Investment (ROI) and satisfied users.

My Design Professional Experience

Interaction Designer

Aug 2011-Jan 2012 Intuit San Diego, CA

Task Complete Interaction Design improvements for the 2012 TurboTax product release

- Developed “Quick Tour” video for TurboTax Online new users
- Participated in regular usability lab sessions before finalizing all design updates
- Practiced Agile design methodology for each design objective

Success Live results TBD, but updates will reach 2,000+ new users with a goal of converted revenue.

Information Architect

Sept 2010-May 2011 Sony San Diego, CA

Task Updated and redesigned current SonyStyle e-commerce architecture and functional wireframes

- Operated independently with Sony team to develop library of wireframes
- Designed a video player page framework for product tours
- Integrated multiple social media ideas into existing framework

Success Users will test a more holistic approach to current e-commerce path, improving conversion

Information Architect

Dec 2009-Sept 2010 Teradata San Diego, CA

Task Prepared IA specification and wireframes for Teradata web-based applications

Success Improved product portlet add-on projected to increase core product sales

Web User Experience Designer and Consultant

Other Freelance 2001-present

- Produced redesign site map and wireframes for **OpenTable** restaurant application
- Redesigned high-volume postcard application for **Modern Postcard**
- Designed email advertising for **Gateway.com**, increasing traffic from email ads to main website by 50%
- Updated a multi-brand, product-driven website for **Directed Electronics, Inc.**

Sr. Web Designer

Dec 2008–Nov 2009 Websense San Diego, CA

- Measured and developed applied brand design standards for corporate web presence
- Designed user interface for .net-developed reseller locator and Telligent-based news blog
- Redesigned registration and account user interface for MyWebsense

Creative Production Lead, Web Solutions

July 2006–May 2008 LightPort, Inc. Palm Harbor, FL

- Hired and trained a production team of four, increasing production by 200%
- Managed a utilization schedule of 50% client-facing web production, 50% creative team lead
- Developed front-end web template solution, improving current core “WebEngine” product
- Designed and built client-facing portal, resulting in a 50% increase in project timeline efficiency

Senior Site Developer

Jan 1999–Feb 2001 Adjacency/Sapient San Francisco, CA

My Design Keywords and Competencies

user experience design, user interaction design, website architecture, wireframe production, web sitemap production, website flow diagram production, rapid prototyping, agile development, competitive analysis, web usability, user research, user testing, requirements definition, mock-ups, comps/composition, graphics, photoshop, illustrator, indesign, balsamiq, axure, visio, html, dreamweaver, windows, ios, mobile

Other Related Experience

- Certified teambuilding facilitator for corporate events
 - Publish DVD productions using DVD authoring tools and Premiere Pro
 - Trained in project life-cycle and agile development for large-scale web solutions
 - Coordinated and documented formal process for web catalog creation at Viscomm, Inc.
 - Replaced manual ad layout with new digital Quark Xpress flow templates at Pacific Sun Publishing
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Education

- Bachelor of Arts, Environmental Studies and Planning, Major
- International Studies, Minor
- Geographic Information Systems training, including hand cartography
- Extended Education, Applied Technology: HTML and Design