



Tara Jensen

User Experience Research & Design

BFA Graphic Communications 2008 - University of Wisconsin-Oshkosh
tarajensen00@gmail.com - tjensen-design.com

Lead UX Architect, Marine Business Unit

InnovaSystems International, LLC - June 2016-Present

Planned and conduct user research, designed end-to-end experiences, and helped define MVP for Marine Aviation Software. Collaborated with business analysts and customer support to understand business needs, with solution architect and lead developer to ensure designs were feasible, then with developers and QA testers to see design through to implementation.

Responsibilities included developing and documenting company UX procedures, facilitating brainstorm sessions, experimenting with design and mapping strategies, mentoring new and aspiring UX professionals, and training teams on user research, how it fits into their existing processes, and how to sell user research to their customers. Brought in many design thinking strategies and collaborated with other teams to advocate for UX throughout the company.

UX Architect, Marine Business Unit

InnovaSystems International, LLC - August 2014-June 2016

Designed user-friendly solutions for a complex Marine Aviation Readiness Tracking & Planning application. Starting from the ground-up, conceptualized intuitive solutions that marry business needs and user needs with a team of lead developers, business analysts and subject matter experts. Participant identification and targeting, heuristic evaluations, research design, and concept testing. Optimized designs based on findings. Created high fidelity prototypes with HTML, CSS and jQuery for the development team to turn into a functional application.

Initiated and led the company's first usability study on the flight line, then continually initiated additional field studies and introduced new research methods (e.g. task analysis, contextual inquiries, tree testing, card sorting, first-click testing).

Graphic & Web Designer

LumenVox - April 2010-July 2014

Designed and coded responsive interfaces (HTML, CSS, JQuery) for from-scratch websites, CMS-driven sites and internal applications. Designed logos and established brands. Created illustrations and layouts for print and digital ads, email marketing campaigns, powerpoint presentations and technical charts, in line with existing design for three different companies. Completed storyboards for commercials and training videos, edited audio, created motion graphics, maintained internal tracking systems. Collaborated with solution architects, developers, speech scientists, marketing professionals, sales team, and other designers.

SDXD - San Diego Experience Design Professionals Network

Head of Operations - January 2016-January 2017 **President** - January 2017-Present

Optimal Workshop

Camtasia

Mural

InVision

Axure

Balsamiq

POP App

Adobe XD

Illustrator

Photoshop

InDesign

After Effects

HTML

CSS

LESS

jQuery

Bootstrap

Drupal

Wordpress

MS Office