



JESS ROTHSCHILD

UX LEAD

CONTACT

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SKILLS

- Prototyping in Figma, Adobe XD, InVision
- Axure RP
- Jira, Azure DevOps, Miro
- Persona development
- Brand research, usability testing (qual & quant)
- Facilitating ideation & UX Workshops for product teams
- Sitemapping and user flows
- Storyboards and wireframes
- Building and coaching UX teams

CAREER OBJECTIVE

During my career in fin-tech, agency, educational environments learned the importance of a facilitative leadership style that follows an iterative design practice of ideation, gathering user research through interviews and contextual inquiry, and using analytics to identify areas for optimization.

Portfolio & case studies:

jessrothschild.com

EXPERIENCE

December 2021 - Present

UX Manager, Design Strategy

Valley National Bank, New York, NY

- Hire, manage and coach a team of (4) UX designers in methodology, artifact delivery and presentation skills
- Facilitate workshops (ie: discovery, empathy, prioritization) with product and marketing teams with the goals of building agreement across stakeholders
- Create & oversee design artifacts: prototypes, journey maps, personas, empathy maps
- Create & oversee UX research plans, usability test scripts, surveys
- Collaborate with agile/cross-discipline product, marketing, and engineering teams to translate business and user goals into user-centered/accessible solutions
- Improved efficiency and unified Valley's product suite by establishing a UX playbook, deliverable templates, a taxonomy database, UX design system and research repository
- Launch and lead CX practice; roadmap, design and lead programs; measure outcomes; own OKRs and metrics
- Synthesize & socialize CX/UX insights and research for cross-functional stakeholder decisions, leading to enhancements to online banking, mortgage management and business loan experiences
- Align with stakeholders to shift perspectives from features-first to users-first, gain clarity on user needs, motivations and behaviors, prioritize features in order to shape the product roadmap

January 2017 - December 2021

Lead UX Designer

Weill Cornell Medicine, New York, NY

- Hired, managed & coached team of 4 UX designers
- Created user personas, user stories, sitemaps, user flows, wireframes, and high fidelity prototypes

- Fostered a design culture that encouraged user research and human-centered design thinking through facilitating design crits and workshops
- UX Lead on “Maya,” a mobile app focused on cognitive behavioral therapy for youth with anxiety and depression. Completed competitive analysis, created personas & empathy maps, designed user flows, prototyped & usability tested alongside a team of 6 engineers, 1 UI designer and product manager
- UX Lead on “Find a Physician” feature within Weill Cornell Medicine’s Patient Care site. Required multiple user flows to accommodate new and existing patients, making an appointment based on location and predictive search
- Established company’s design system and brand guidelines to standardize and create a share visual language across the UX and engineering teams
- Wrote & analyzed surveys, conduct IDIs & usability tests to improve both public web site UIs and internal enterprise software used by the entire organization

March 2010 - December 2016

Sr. Digital Strategist

The Rockefeller University, New York, NY

- Owned design and launch of company Intranet, online calendar, mobile, HR and student application systems
- Won over difficult stakeholders by designing web & mobile wireframes and prototypes to communicate interaction to clients
- Participate in all phases of user research (competitive analysis, in-depth interviews, contextual inquiries) and usability testing to satisfy all digital product initiatives
- Established UX design as the first stage of all digital development, instituting a user-centered design approach

EDUCATION

2004

Long Island University, New York

CERTIFICATIONS

- Certified UX Specialist -- Interaction Design, Nielsen Norman Group