

JENNY BEAIRD

About

I specialize in making complex interfaces simple for the user.

As a product designer for touchscreen devices and enterprise applications, I drive the design from concept to release. I define features, design user flows, wireframe layouts, specify interactions & error conditions.

My goal is to create experiences that are delightful for the user.

Skills

User Experience Design

Information Architecture

Creative Content

Visual Design

UX Research

Contact

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Experience

Over the years I've enjoyed working on various projects for a range of clients. With each client, there's a new and exciting problem to solve. Whether it's designing a mobile application, building a self-service kiosk, or designing for a responsive mobile/web site, I love the variety that this work provides and it's always nice to see a happy client at the end of a project.

- 10+ years designing for mobile devices
- 10+ years designing enterprise applications
- 6 years designing for self service kiosks
- Quickly master complex problems
- Experienced team leader
- Play well with product owner & developers

Work

AT&T

Primary Designer — consultant for self-service kiosk

2013 - current

As the primary designer for the self-service kiosk, I faced a set of unique challenges. Part of my work was to expand the capabilities of the kiosks (an ancient code base) to include new data-based plans, migrate the interface to hardware that dispenses change and expand the reach of the kiosks to more users with support for eight languages. The other part of my work was to update the UI with streamline user flows and modernize the style to align with current AT&T brand guidelines.

I gained a reputation for creative concepts and became involved in other projects that supported retail sales. Projects that I shipped include a plan comparison tool used in all AT&T retail stores and the initial concepts for the updated point-of-sale system.

Macromatix

Principle UX/UI Designer — consultant for mobile project

2012-2013

As the company's first UX/UI Designer, I was hired to "mobilize" a desktop based restaurant ordering system. The desktop interface had been developed in an ad-hoc fashion and used by the largest casual dining restaurants in the country. The project was to eliminate clipboard notes for the user and bring this software to tablet devices in activity based flows. Allowing the users to do inventory, receiving and ordering outside of the restaurant back office saved time, and improved accuracy.

During this project, Macromatix was purchased by Redbook connect, and I was involved in bringing Redbook (used by almost all restaurants and retail stores) to a digital platform. During a later purchase, these companies merged with HotSchedules who maintains these projects.

Definition 6 / Interactive Ad Agency

UX Designer — consultant for mobile project

2012

My role at Definition 6 (interactive ad agency) was the UX Designer on the creative team for the LaQuinta Hotel Group's mobile app. In this role, I lead meetings with LaQuinta, created interaction designs, defined user flows, created wireframe layouts and application maps. I partnered with the art director, researchers and developers to recreate a unique (and very successful) mobile app for iPhone and Android.

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Tools

Adobe / Creative Cloud

Sketch

Visio, Azure, Omingraffle

Powerpoint, Keynote

Balsamic Mock-ups

HTML5 /CSS

Achievements

Brooks Institute
Santa Barbara, California
BA Degree

National Newspaper Award for
Election Results Publishing System

Vice President Digital Technology
User Group

Board of Directors, Grand Mariner
Condominiums, Destin, Florida

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More Work

Alcatel Lucent

Primary UX/UI Designer— consultant for mobile project

2011 - 2012

As the product designer for a tablet application used by AT&T Digital Life Installers, I created interactions and user flows to support job scheduling, map-based routing, dispatch communication, installation/activation of AT&T Digital Life components.

Wipro Technologies

Primary UX Designer — consultant for mobile project

2009-2011

Lead the design for a very large project creating an entire AT&T branded mobile phone. Creating an entire mobile phone means the creation of all the architectural elements of the UX and UI since there is no environment like you would find in iPhone or Android. I worked directly with the client, lead a team of designers and shipped thousands of pages of documentation to the development teams.

Freelance Projects

AGL Technologies / Hill's

Primary UX/UI Designer —consultant for responsive website & mobile app

2017 - 2018

I became involved with the Vetrax as the technology was in development. This wearable sensor, worn by dogs, delivers details about specific pet behaviors, including shaking, scratching, running, walking and sleeping. Using a patient portal, veterinarians can remotely monitor treatment plans and communicate with the pet-parent. A simplified set of data is also available to the pet-parent in a mobile app.

As the UX/UI Designer, I provided wireframes and interaction design for the technical veterinarian portal and concepts for the pet-parent mobile application.

Fit Radio

UX/UI Designer— consultant for mobile project

2018

For Fit Radio I extended the existing UI to include GPS Mapping to appear in the Running UI. I simplified the user flows and controls and added post-workout stats.

AGL Technologies / Elanco

Primary UX/UI Designer —consultant for responsive website & mobile app

2016 - 2015

As a product designer for animal health apps, I partnered with Elanco veterinary medicine experts, product owners and developers to deliver innovative global apps that support health management for the cattle and poultry industries.

Using these apps, users in the field can track inoculations, supplements and growth. Reports breakdown progress into consumable formats and provide access to Elanco experts.