Jennifer Otten
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I am most interested in elevating user experiences with simplicity, playful interactivity, compelling illustration and beautiful typography while maintaining accessibility and inclusion.

Experience

Senior Product Designer
The New York Public Library

Nov 2021 - July 2023

Senior product designer for Open eBooks. Open eBooks is a program that offers free eBooks to students attending eligible schools, working under the Department of Education's Title 1 program.

- Develop prototypes, visual designs, and interaction specs that communicate UX solutions
- Inform product decisions and strategies based on qualitative and quantitative research
- Analyze business needs and produce detailed wireframes that meet strategic objectives
- Optimize information architecture to promote usability, while accommodating technical needs/ constraints
- Translate functional objectives into detailed specifications to ensure rapid development of projects
- Develop user flows to facilitate the design process of features, templates, and tools
- Develop final wireframes, templates, modules, and functional specs used by Software Engineering and QA
- Create prototypes for and actively participate in user testing to explore and validate solutions

UX/UI Design Manager
Pearson

Jun 2018 - Dec 2019
- Designed style guides and accessibility guidelines
- Create solutions that balance user needs with business goals and technical guidelines
- Creating user journeys, user flows, wireframes and interactive prototypes
- Contributes designs to internal pattern libraries
- Worked closely with UI and UX teams to deliver content creation and enrichment components for internal customers.
- Worked closely with the front-end development team to ensure the HTML / CSS assets are in line with the UX wireframes, UI designs and support modern accessibility standards.
- Worked with a blend of on and offshore design and development teams to generate clear interfaces that meet branding guidelines

Senior User Experience Designer
McGraw Hill Education

Mar 2014 - Mar 2018

- Work with stakeholders and product sponsors to develop product requirements
- Develop and refine wireframes for product
- Review and produce stimulus based on focus group testing and academic design research
- Create functional prototypes for user testing and product development
- Create user flows, site flows and site maps
- Conduct heuristic evaluations, user testing and gap analysis on products.

Senior Interactive Designer
Guggenheim Museum

Nov 2007 - Mar 2014

- Compiled site structure from audits of various projects' content and feedback from stakeholders
- Developed functional diagrams of usability of content navigation that incorporated market research on best experience of the "end user"
- Evolved functional flows based on small group case study testing before and after launch of projects
- Oversee the implementation of project designs to ensure development incorporated functional specifications that were defined
- Art directs all digital graphics for museum, including guggenheim.org and third-party websites
- Design all exhibition microsites and new sections on main site
- Launched Webby Award-winning website guggenheim.org

English Language Teacher
Peace Corps

Jun 2004 - Jun 2006

Kazakhstan

Volunteer

- Taught English grades 2-11.
- Created a small library of english books to be shared for all the schools in the village.
- Created after school English study program.
- Created workshop presentations and classroom learning materials for website design training.
- Taught Kazakhstani businesses to use graphics programs for building websites

Education

Plymouth State University
Bachelor of Fine Arts (BFA), Graphic Design

1990 - 1994

National Sports Academy
Alpine Ski Racing

1989 - 1990

Licenses & Certifications

NN/g **UX Certificate** - Nielsen Norman Group
1015824

Skills

Adobe Creative Suite • Figma • Axure • Git • Joomla • WordPress • HTML • CSS • XML
OmniGraffle • Balsamiq • Sketch • Zeplin • Microsoft Office • Mac and PC proficient
Creative Problem Solving • Graphics • Isometric illustration • Visual Communication • Game Design
Responsive Web Design • Prototyping • Branding & Identity • Leadership • Teamwork

Honors & Awards

🏆 **Webby Awards Winner** - Webby Awards
2009
www.guggenheim.org Best of CULTURAL INSTITUTIONS

🏆 **Interactive Media Award Winner-Best in Class, Museum 2009** - Interactive Media
Awards
2009
Keeping Faith with an Idea // 2009 http://web.guggenheim.org/timeline/index.html

🏆 **Interactive Media Award Winner-Best in Class, Museum 2012** - Interactive Media
Awards
2012
John Chamberlain Exhibition Website // 2012 http://web.guggenheim.org/exhibitions/chamberlain/

🏆 **Interactive Media Award Winner-Best in Class, Museum 2012** - Interactive Media
Awards
2012
Art of Another Kind Exhibition Website // 2012 http://web.guggenheim.org/exhibitions/anotherkind/

🏆 **All- America alpine skiing** - All-American Division III NCAA
Mar 1991

🏆 **Scholar athletic award**
Oct 1991
Maintaining 4.0 grades while competing in 2 disciplines of collegiate athletics. (Soccer & Alpine Skiing)