

# BIANCA JACKSON

bsjackson13@gmail.com  
770.722.0310  
biancajaksondesign.com  
linkedin.com/in/biancajakson

## EDUCATION

### Johns Hopkins University

Master of Business Administration, 2017

### Maryland Institute College of Art

Master of Arts in Design Leadership, 2017

### Washington University in St. Louis

BFA Communication Design, 2010

## TECHNICAL SKILLS

### Visual Design

Adobe InDesign, Illustrator, Photoshop

### UX Design

InVision, Sketch, Zeplin, Axure, Jira

### Currently Learning

SketchUp (3D Design), Online School of Food Design

## ADDITIONAL PROJECTS

### Bianca Bakes

Founder, 2013 – present

Explorations in Food Experience Design and digital recipe content at [www.biancabakes.com](http://www.biancabakes.com).

### Marriott International

Graduate Design Strategist, February – March 2016

Conducted ethnographic research to uncover insights related to WiFi event pricing structure for Wifi Simplified program. Pitched strategy focused on delivering clear information and increasing transparency. Recommendations were rolled-out in 2016 program launch.

### Food + Future CoLab, Boston, MA

MAKE-A-THON Participant, November 2015

One of 100 selected to participate in day-long design sprint to tackle pressing challenges of the global food system in collaboration with design and business experts from IDEO, Target, and MIT Media Lab.

## EXPERIENCE

### Pro.com, Seattle, WA (a tech-enabled general contracting startup)

Senior User Experience Designer & Researcher, June 2019 – May 2020

Responsible for end-to-end research and design of digital tools for the “construction experience phase” prior to shipping, and contributions to product strategy. Redesigned the customer facing website to better represent the Pro.com brand and improve SEO rankings, which resulted in a 4x increase in organic lead traffic from high intent customers. Conducted research using generative methods to deeply understand multiple user types and businesses needs, such as immersive ride-alongs with Project Manager’s (PMs) during their day-to-day work for development of an internal tool. Synthesized and visualized this research to share insights, takeaways, and business implications with the team and developed requirements for the desktop and mobile PM tool. Designed and iterated through evaluative testing prior to shipping.

### ChefSteps Inc., Seattle, WA (a smart kitchen product company & content creator)

Senior Product Designer & Researcher, January – April 2019

Led and conducted user research, developed customer frameworks and segmentation for the business, and began developing digital to physical experiences for Joule Ready Sous Vide Starter Sauces (pre-made sauces with a digital app experience designed to be used with sous vide cooking). Conducted early testing by bringing a participant into the kitchen to observe how they used the app and packaged sauce to cook a meal. Note: In April 2019 ChefSteps downsized and was later acquired by Breville.

### Doblin (a Deloitte company), Seattle, WA

Senior Design and Research Consultant, July 2017 – January 2019

#### Food Service Client: Innovation Hub & New Business Concept Development

Discovered opportunity areas for Innovation Hub’s future projects. Conducted in-depth research using 1:1 interviews and observational methods to determine customer experience and designed journey map to highlight areas for new business opportunities. Developed and pitched a new business concept to executive board to gain funding.

#### Insurance Client: Redesigning the Producer Onboarding Experience

Managed one of two co-working teams that included clients and colleagues. Led research immersion session with executives to share insights. Designed service blueprint, future state experience map, as well as guided a junior team member in designing UX prototypes.

#### Energy Provider Client: Digitizing an Existing Analog Process

Collaborated with a small team to turn an existing analog-based “checklist” into a digital tool that integrated with the company’s existing systems. Determined use cases, led Jr. Designer to create a high-fidelity prototype, and conducted usability tests.

### VSA Partners, Chicago, IL

Brand Strategy Intern, June – August 2016

Identified brand gaps, developed marketing strategies, and designed communication design materials for B2B clients including a financial services company pivoting to new business model.

### Seawall Development Baltimore, MD

R. House Marketing & Design Strategy Intern, June – August 2016

Developed integrated marketing strategy and brand guide for grand opening of R. House, a food hall and launchpad for culinary concepts. Designed identity, physical storefront, and customer experience for a permanent pop-up food stall.

### New York Magazine + Food & Wine New York, NY

Designer, September 2010 – May 2015

Created unique design solutions for complex layouts and feature stories at Food & Wine Magazine and New York Magazine. Commissioned and art directed custom typeface development and illustrations.