

# JEANETTE PELIZZON

## UX DESIGNER

I'm a UX designer and copywriter with a passion for minimal design and bold messaging. My past lives working in the non-profit realm and as a start-up junkie have taught me how to take big, messy problems and simplify them down into effective and efficient solutions.



+1.860.280.4212



jeanette.pelizzon@gmail.com



www.jeanettepelizzon.com

## SKILLS

- UX/UI DESIGN
- WIREFRAMING
- USABILITY TESTING
- MOBILE/WEB DESIGN
- INFORMATION ARCHITECTURE
- PROJECT MANAGEMENT
- USER RESEARCH + INTERVIEWS
- PERSONA DEVELOPMENT

## TOOLS

- FIGMA
- SKETCH
- ADOBE XD
- MARVEL
- NOTION
- TRELLO
- GOOGLE SUITE
- WIX

## EDUCATION

### MPA // SOCIAL ENTERPRISE

Middlebury Institute of International Studies

### BA // INTERNATIONAL MARKETING + COMMUNICATION

Franklin University Switzerland

### SEMESTER AT SEA

University of Virginia

## EXPERIENCE

### UX DESIGN FELLOW // GENERAL ASSEMBLY

October 2020 | February 2020

Over the course of 400+ hours, I developed and refined my UX design skillset. By completing 6 projects and several design challenges, I became proficient in all aspects of UX research, prototyping and iterative design processes focuses on solving the needs of organizations. Project highlights include:

- Created a design for an iOS app using user interviews, research, iterative design process and testing to identify and solve a problem for another design fellow.
- Led the design process for an online member portal for a major aquarium including several prototypes, a/b testing and general usability testing.

### UX/UI GENERALIST // THE WHOLESOMEHOUND

November 2020 | 2 Week Design Sprint

Redesigned the website for a small business by identifying key user problems through extensive research and transforming those learnings into an actionable, digital solution.

### PROGRAM MANAGER // REMOTE YEAR

June 2017 | April 2020

At Remote Year, I worked closely with the sales and special projects team to refine processes through a data driven, results oriented approach.

- Overhauled and implementing new sales processes that shortened the sales cycle by 2 months and generated over \$11 million in revenue.
- Developed and managed a new product including managing project deadlines, outlining pricing strategy based on market research, and executed the go-to-market strategy by coordinating with key stakeholders and the project team.
- Designed and wrote copy for the website's information center and course content for an on-line course.

### SENIOR EXPANSION LEAD // WEWORK

November 2015 | January 2017

In my role, I managed expansion efforts in new and existing markets resulting in quadrupling the size of the market and increasing gross annual revenue by 43 million. I also designed innovative, scalable processes that contributed to company-wide operational strategy during the launch and beta testing of the original two WeLive properties.