

Jacqueline Stetson

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WHAT I DO NOW: I am the Director of Neighbor-Centered Design for the City of Gainesville. My work spans all touchpoints a resident has with their community. We practice UX activities (research, engagement, analytics, UI & service design, program management) across a variety of solutions (digital, education, communication, process improvement, new services, policy). We partner with police, fire, parks, public works, transportation, communications, planning & development, code enforcement, equity & inclusion, the utility, city commission, and partner agencies.

WHAT I'VE DONE BEFORE:

- **Call Center and CRM Applications:** Staples, Carnival Cruise Lines
- **Consumer Applications:** H&R Block, Microsoft, Common Threads, Mindbody, Zumba Fitness, Fidelity Investments
- **Consumer Websites and Experiences:** Zumba Fitness, Adidas, Reebok, Beechcraft Aviation, Hallmark, UBS, SHI, Microsoft, Colliers International, Monster, Federal Reserve Bank, Watsco, H&R Block, Staples, startups
- **Education:** Skillsoft, Kaplan University, University of Miami, Miami-Dade College, Florida International University, Ironhack, many incubator/entrepreneur/startup programs
- **Enterprise Applications:** Fidelity Investments, Carnival Cruise Lines, TD Bank, Nationwide Insurance, Watsco, Novartis Pharmaceuticals, ProcessMap, JP Morgan Chase, H&R Block
- **Entrepreneurship:** launched my own UX research startup and worked with many startups in consumer, financial, transportation, pharmaceutical, healthcare, education, events, ...
- **Intranet Sites:** Federal Reserve Bank, Bentley University
- **Mobile Applications:** Zumba, Mindbody, startups

EXPERIENCE

- User Research
- User Experience
- UX Design
- Product Strategy
- Service Design
- Program Management
- Project Management
- Strategic Planning
- Team Leadership
- Instructor / Speaker
- Curriculum Designer
- Mentor / Coach
- Tech Startup Founder
- Business Administration

EDUCATION

- MS – Human Factors in Information Design from Bentley University
- BS – Motion Picture Production & Creative Writing from University of Miami
- PMP Certification from Project Management International

PORTFOLIO SAMPLES

Here are a few of the projects I've worked on at the City of Gainesville. I typically work on 50+ projects per year ranging from one-off SME advise to full program ownership.

I work as both an individual contributor and team manager (service designers, data analysts, program coordinators, design interns).

My enterprise work largely falls under NDAs but I am happy to chat about process, methodologies, etc. My work at the city is subject to public records requests so I am able to share more. If you are interested in a particular type of project, method, or role, please let me know.

PROJECT: myGNV Redesign

DESCRIPTION: myGNV is the primary neighbor engagement tool for the City of Gainesville. Neighbors can report problems and request services.

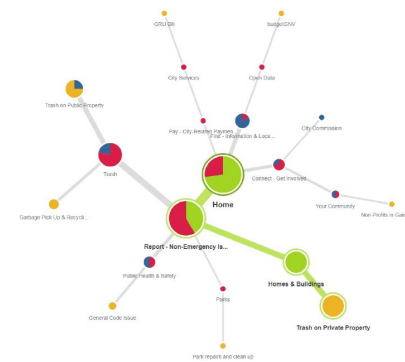
ROLE: Design Mentor, then Program Manager

ACTIVITIES: Redesign mobile app to transition to a neighbor-centered experience within confines of SeeClickFix platform. Mentor design fellows. User research activities included interviews, IA testing, usability testing. UI activities included interactive prototypes, plain language, logo design. Program Manager resigned 3 weeks before launch so I took over the program.

OUTCOME: New brand (myGNV), increased participating departments from 3 to 7, increased report types from 18 to 33, addition of quick links for common resident activities.

REFERENCES:

<https://gainesville.legistar.com/View.ashx?M=F&ID=7764980&GUID=EBE6C7C4-466C-4341-A9E2-1F55843B02D2>



Report Types are organized by topic instead of agency.

Old Version	New Version
Category Search	Category Search
County Service Area	Homes & Buildings
Traffic Signal	Building (Abandoned/Damaged)
University Context Area	Graffiti
Parking in Yard (Other Than Driveway)	Grass (Overgrown)
Police Sector 4	Mosquito Control
Noise Complaint	Residential Rental Maintenance
Parking Enforcement	Parking Around University
Traffic Enforcement	Parking in Yard (Other Than Driveway)
General Police Enforcement	Parks
City Service Area	Park Repair or Clean Up
Building (Abandoned/Damaged)	Police Sector 4
Drainage/Ditch Maintenance	Parking Enforcement
Graffiti	Noise Complaint

PROJECT: myGNV CRM Platform Implementation

DESCRIPTION: myGNV is the primary neighbor engagement tool for the City of Gainesville. Neighbors can report problems and request services.

ROLE: Program Manager, Design Lead

ACTIVITIES: In 2021, we transitioned to the Granicus platform to support cross-departmental enterprise licensing with improved platform integrations and reporting. We increased services to 80 request types, including Storm Mode emergency triage, internal priority routing, and a closed-loop feedback survey to open new follow-up requests for neighbors who need additional support.

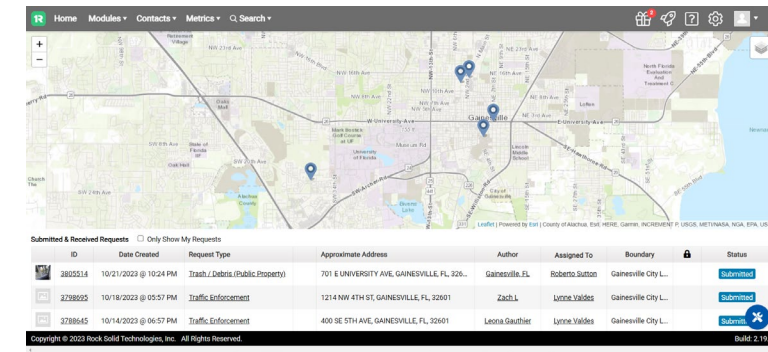
OUTCOME: platform integrations with ADFS, Cityworks, CitizenServe, Qualtrics, Dynamics, Constant Contact.

REFERENCES:

<https://www.myGNV.com>

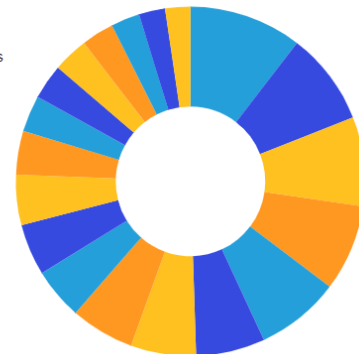


1. How would you rate the City of Gainesville for how we handled this service request?



Requests by Type [Switch to Totals](#)

- 9.0% All Others
- 7.4% Park Repair or Clean Up
- 7.1% Traffic / Pedestrian Signal within City Limits
- 6.9% Road Repair
- 6.7% Trash / Debris (Public Property)
- 5.5% Right-of-Way Maintenance
- 5.2% Garbage Pick Up & Recycling
- 5.1% Tree / Limbs (Public Property)
- 4.1% Noise Complaint
- 4.1% Neighbor Assistance (myGNV)
- 4.0% Trash / Debris (Private Property)
- 3.5% General Code Issue
- 2.9% Other
- 2.8% Sidewalk Repair
- 2.8% Street Sign Repair
- 2.6% Streetlight Repair
- 2.3% New Infrastructure
- 2.1% Parking Enforcement
- 2.0% Dead Animal (Public Property)



PROJECT: Annual Neighbor Survey

DESCRIPTION: The city produces an annual neighbor survey that goes out to over 10,000 neighbors. Homes have been randomly selected across our four districts.

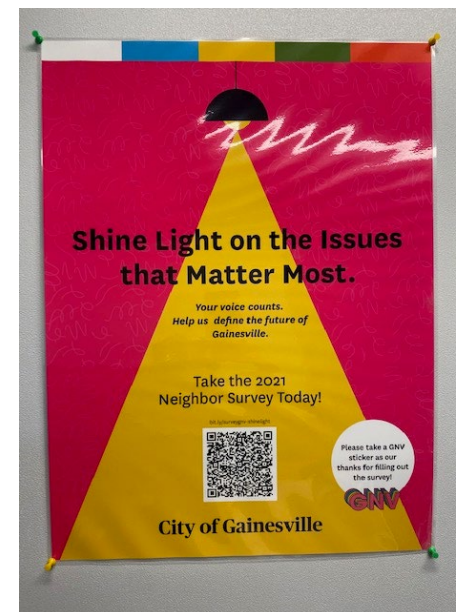
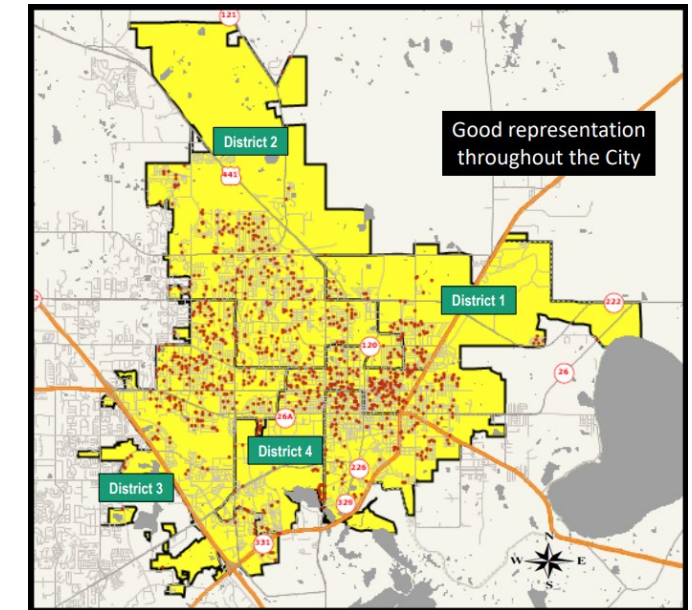
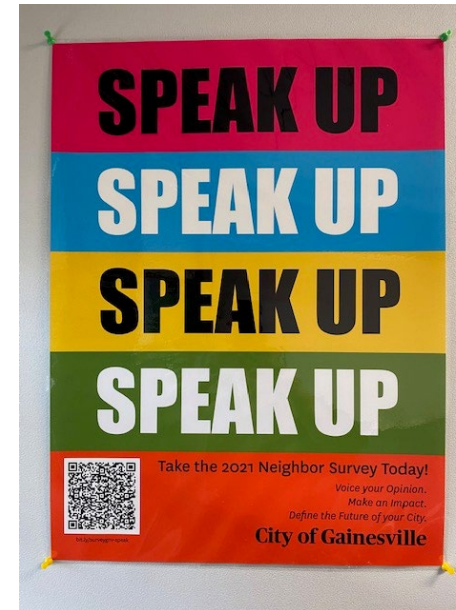
ROLE: Program Manager, Design Lead

ACTIVITIES: Survey creation, census alignment, paper form design, envelop design, community engagement, marketing swag design, vendor management, commission presentations, data dashboards.

OUTCOME: Data from the surveys have been used to inform policy decisions by city leadership. We have been able to use it in data dashboards and comparison city / county analysis.

REFERENCES:

<https://gainesville.legistar.com/LegislationDetail.aspx?ID=4909236&GUID=2047E098-DBC9-41F6-A30C-07999FB84258>



PROJECT: Special Events Permit Program

DESCRIPTION: All public events that use city services must get a Special Event permit.

ROLE: Program Manager, Design Lead

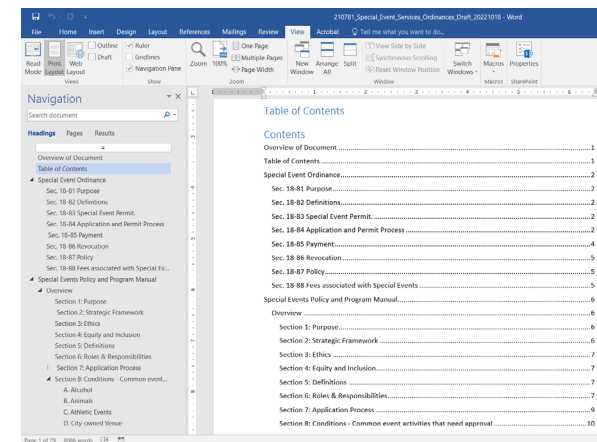
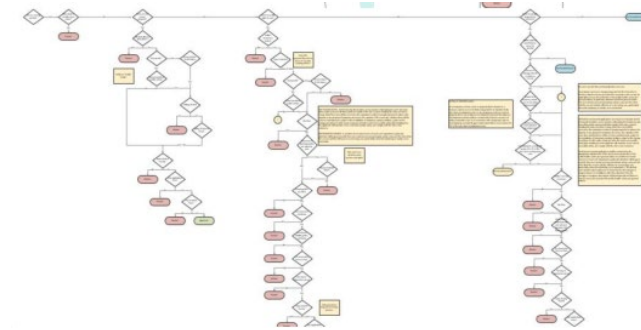
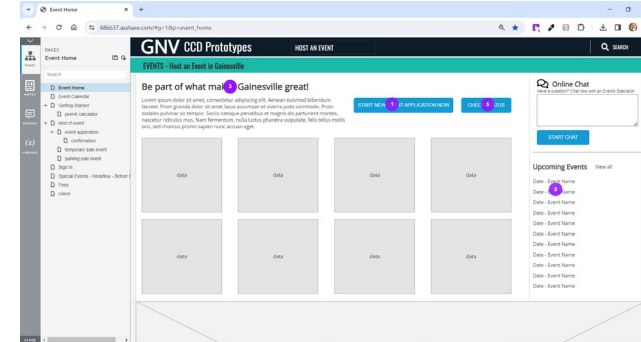
ACTIVITIES: Stakeholder interviews, requirement definition, ordinance analysis, form design, workflow design, interactive prototype design, program management, cross-department meetings, create job descriptions and hire staff, vendor selection & management, software implementation, payment processing, ERP integration, write new ordinances (special events, open container), write operational policy.

OUTCOME: Create a new program that unifies permits from 8 departments into one program. Simplify complex ordinances into plain language that is easy to follow. Increase and track revenue.

REFERENCES:

<https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Parks-Recreation-Cultural-Affairs/Host-An-Event-In-Gainesville>

<https://gainesville.legistar.com/View.ashx?M=F&ID=7069789&GUID=BA4FOCAF-5B80-463B-9B4C-6DF3CE527F63>



City of Gainesville

How to host a Special Event in Gainesville

Do I need a special event permit? Yes, you must complete a Special Event application if you have any of the following activities happening at your event:

- 50+ people
- Alcohol
- Animals
- Athletic Events (sk, walk)
- Rent City Facilities
- Drones
- Event Advertisement Signs
- Film Production
- Food Vendors
- Noise
- Parking
- Road / Sidewalk Closures
- Waste and Recycling
- Retail Sales
- Special Effects
- Temporary Structures
- Temporary Utilities
- Traffic Control

Online Application: <https://bit.ly/gnv-special-events>

The Special Event Coordinator will route your application for review and approvals. Sometimes, you will be asked to provide more information or to tweak your plans to ensure a safe event. Once you pay your fees, you will be given your permit number.

Have an amazing event! All your hard work and planning pays off. Give yourself a pat on the back for a job well done.

After your event, it's time to settle up. If there are any outstanding balances, you will be sent an invoice for payment.

Then start thinking about the next event you'd like to host!

Questions? Email us at specialevents@gcityofgainesville.org

Special Event Permit Application

My progress: 10%

Do I Need A Special Event Permit?

Please select any activities that your event will have. Select all that apply.

- 50 people or more attending your event
- Additional Support from City Staff (Traffic Control, Waste Collection, etc)
- Advertising Banners, Flyers, or Signs (visible around city)
- Alcohol
- Animals
- Athletic Events
- City Facility Rental
- Food
- Noise
- Retail Sales
- Retail Sales of Fireworks
- Road or Sidewalk Closures
- Special Effects (Fireworks, Lasers, etc)
- Temporary Structures (Stages, Large Tents, etc)

Back Save Continue

PROJECT: Resource Finder Partnership

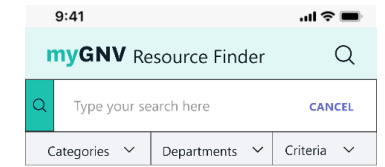
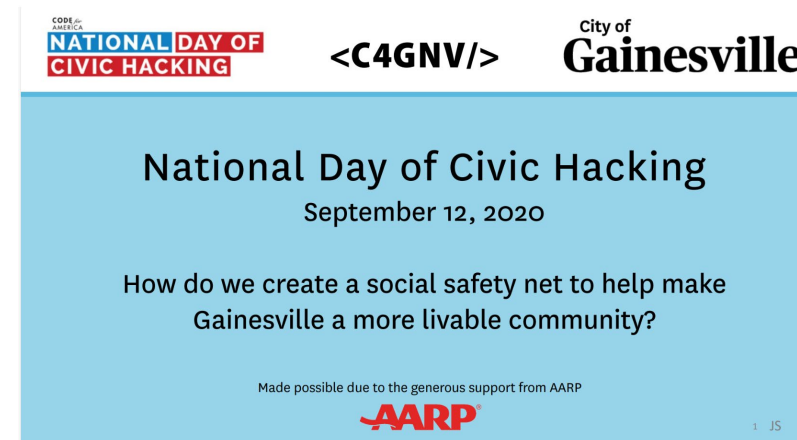
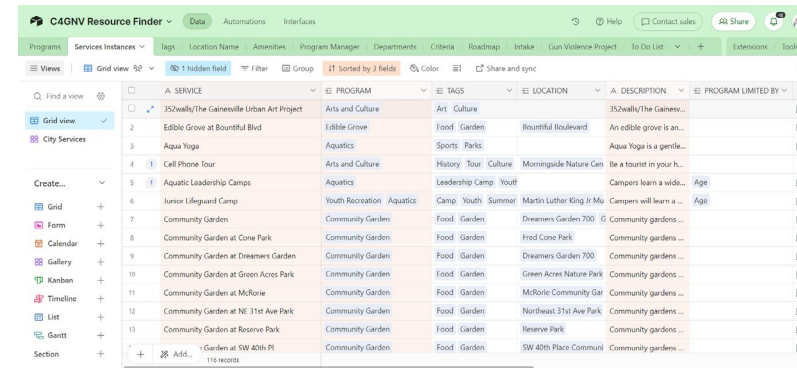
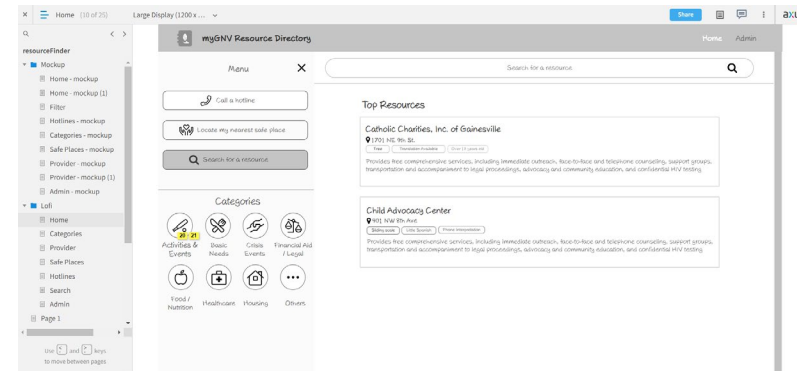
DESCRIPTION: Create a unified resource database that includes information from city, county, state, federal, non-profit, and community-based services.

ROLE: Program Manager, Design Lead

ACTIVITIES: User interviews, design interactive prototypes, content creation, manage graphic designers, client project for University of Florida coding class, partner with Code for GNV local brigade, hosted a digital hackathon during pandemic sponsored by AARP, launch beta.

OUTCOME: Code for Gainesville brigade is currently in development and has procured funding for hosting.

REFERENCES:
<https://www.codegnv.org/>



Showing 1 - 15 of 1,240 results

Adult Softball

Here is a brief overview of the service. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in repreh.

Offered by: City of Gainesville - Parks, Recreation and Cultural Affairs

Part of: Get UP+GO GNV

Criteria: Income Requirements Age Groups

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Bike Registration

Here is a brief overview of the service. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in repreh.

Offered by: City of Gainesville - Parks, Recreation and Cultural Affairs

Part of: Get UP+GO GNV

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Golf Lessons

Here is a brief overview of the service. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Duis aute irure dolor in repreh.

Offered by: City of Gainesville - Parks, Recreation and Cultural Affairs

Part of: Get UP+GO GNV

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Footer coming soon | What is this website about?
An official website from the City of Gainesville, Florida