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
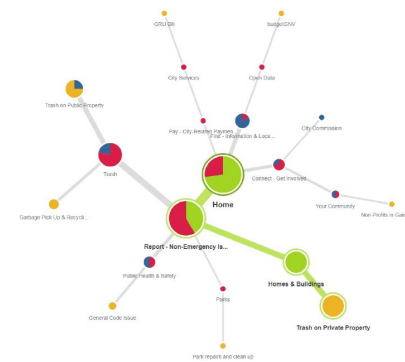
Report Types are organized by topic instead of agency.

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 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?

Extremely Good — Moderately Good — Neither Good Nor Bad — Moderately Bad — Extremely Bad
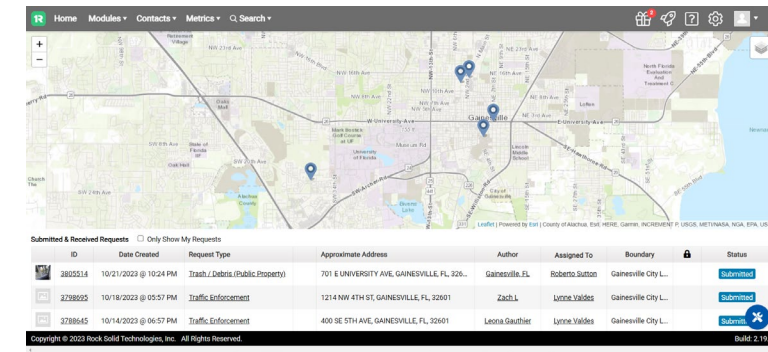
Requests by Type   Switch to Totals

- 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)
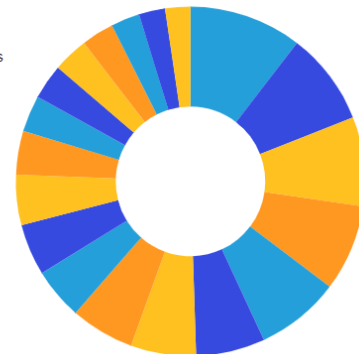
PROJECT: Annual Neighbor Survey

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.
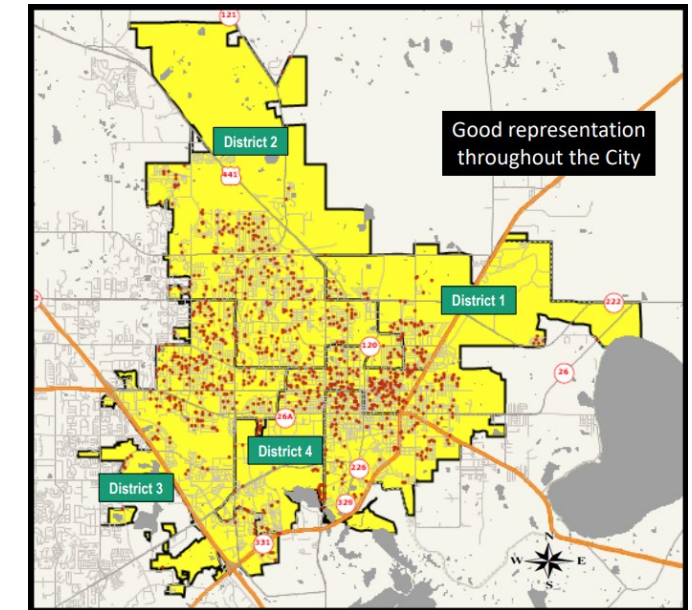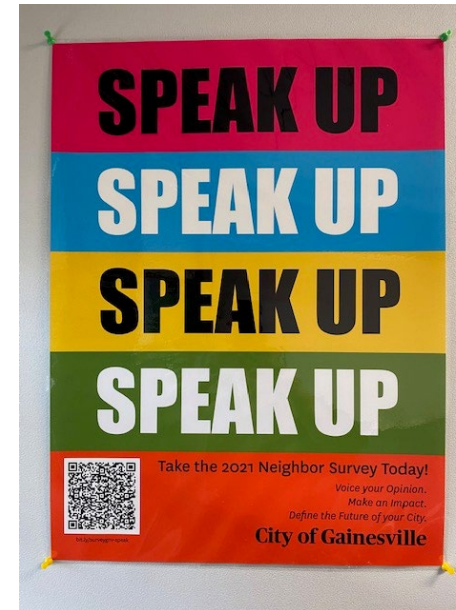
ROLE: Program Manager, Design Lead

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
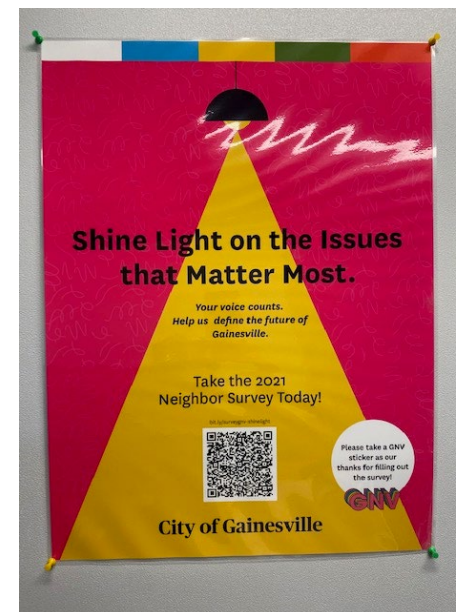
PROJECT: Special Events Permit Program

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=BA4F0CAF-5B80-463B-9B4C-6DF3CE527F63
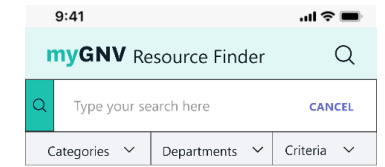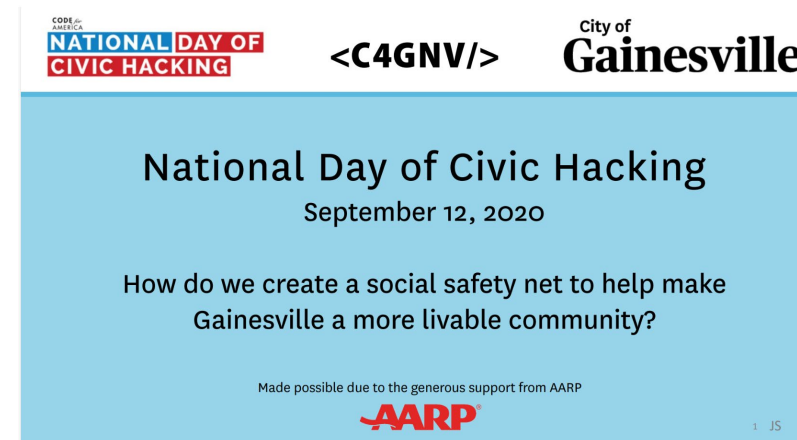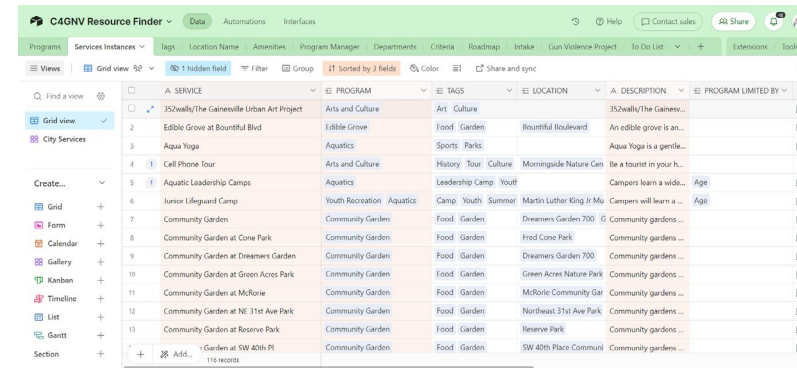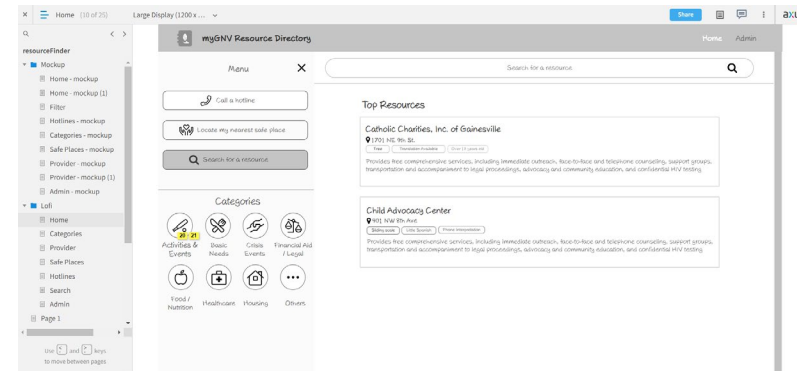
PROJECT: Resource Finder Partnership

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/