

# Jacqueline Stetson

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## HIGHLIGHTS

- 30 years in Technology Innovation, User Experience, Project and Product Management.
- Robust experience in enterprise, consumer, academic, government, and startup models.
- PMP, ITIL, Masters of Science in Human Factors in Information Design

## WORK HISTORY

- **City of Gainesville (2018 – current)** Director of Citizen Centered Design
- **User Experience Research and Design, Inc. (2003-2018)** Managing Director
- **Zumba Fitness (2012-2013)** Director of User Experience

## PROJECT WORK DETAILS

- **Call Center and CRM Applications:** Staples, Carnival Cruise Lines, City of Gainesville
- **Consumer Applications:** H&R Block, Microsoft, 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, City of Gainesville, Watsco, H&R Block, Staples, startups
- **Education:** Skillsoft, Kaplan University, University of Miami, Miami-Dade College, Florida International University, Ironhack, Common Threads, Time4Learning, City of Gainesville, 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, incubators.
- **Intranet Sites:** Federal Reserve Bank, Bentley University
- **Mobile applications:** Zumba, Mindbody, City of Gainesville, startups

## EDUCATION & CERTIFICATIONS

- **Project Management International** Project Management Professional
- **Bentley University** Master of Science: Human Factors in Information Design
- **University of Miami** Bachelor of Science: Motion Picture Production & Creative Writing
- **Boston University** Continuing Education Certificate: Digital Photography
- **Axelos** ITIL (IT Infrastructure Library) 4 Foundation

## DETAILED WORK HISTORY

- **City of Gainesville** (2018 – current) Director of Citizen Centered Design  
Citizen-Centered Design focuses on the touchpoints a person has with the City of Gainesville across their lifetime. Our mission is to improve those experiences, both front-of-the-house (community-facing) and back-of-the-house (City-facing). We practice UX activities (research, engagement, analytics, design, program management) across a variety of solutions (digital, education, communication, process improvements, new services, policy). Projects include websites, mobile apps, software implementation, service design, process improvement, wayfinding, welcome kits, plain language, policies, ordinances, house appropriation proposals, budgets, and many more). We partner with police, fire, parks, public works, transportation, communications, planning and development, code enforcement, the utility, city commission, equity and inclusion, and external agencies.
  - Build and manage a 10 person User Experience Design team to act as an internal UX agency for the City.
  - Lead process improvement, SMART City, open data, data dashboards, surveys, digital design, technology implementation, strategic planning, and performance measures.
  - Program Management for myGNV (neighbor app), Special Events, Survey Services, Open Data Portal.
- **User Experience Research and Design, Inc.** (2003-2018) Managing Director  
UXRD is a UX consulting firm that specializes in UX Research, Product Design, and Innovation Strategy. We help companies create strong user experiences through research-based design.  
Responsibilities:
  - Manage the design lifecycle (concept to delivery) on projects for web, desktop software, mobile, interactive displays, and physical spaces.
  - Lead ideation and generative research activities like Design Thinking workshops, Voice of the Customer call center programs, ethnography sessions, customer interviews, focus groups, surveys, diary studies, secret shops, journey maps, storyboards, personas, paper prototyping, usage metrics, and competitive analysis.
  - Manage and refine findings into a strategic product roadmap for MVPs, versioning, agile backlogs, requirement definition, user stories, product ownership, and business analysis. Process approach is transparent and pragmatic.
  - Design engaging and efficient user interfaces based off of current best practices. Ability to do live design sessions (Axure or whiteboard) with stakeholders to shorten design timeline and produce fast iterations of interactive prototypes.
  - Experience working with Agile, Lean, XP, Waterfall, remote, and offshore teams.
  - Manage and perform evaluative research for projects including usability testing, Wizard of Oz, A/B tests, eye-tracking, heatmaps, clickpath, cardsorting, findability, tree jack testing, IA testing, heuristic evaluations, benchmark testing, and participant management (recruiting, vetting, scheduling, payment, taxes)
  - Document project artifacts as needed with information architecture schematics, taxonomies, pattern libraries, style guides, templates, sitemaps, workflows, requirement specifications, user stories, UAT scripts, and reports

- Present to stakeholders, project teams, organizational all-hands meetings, and conferences.
- Manage and mentor employees, contractors, and vendors in matrix and functional teams. Focus on using current best practices, references, and research techniques.
- Build meaningful relationships with business partners across an organization to educate and advocate for a user-centered approach to understanding problems and building solutions.

## UXRD & DIRECT CLIENT PROJECTS

- **Bentley University.** Design lead and project manager for intranet redesign.
- **Carnival.** Design enterprise applications to manage pricing, fuel, itinerary creation, customer bookings, budget and project planning, call center applications for cruises.
- **Common Threads.** User research and design for nutrition gaming application aimed for at-risk kids.
- **Design and Usability Testing Lab at Bentley University.** Clients included: BankNorth, Cabot, Cisco, Goodyear Tires, H&R Block, Monster.
- **Exxon.** Design interactive tables for patent displays.
- **Federal Reserve Bank.** Research and design for intranet redesign and data visualizations for the Research Department.
- **Fidelity Investments.** Design mutual fund management & family office applications, usability testing of employee benefits application.
- **Florida International University.** Mentor administration on UI/UX, guest speaker.
- **GDSI.** Design custom legal software applications (document & case management) .
- **H&R Block.** Research and design for consumer-facing tax applications and the internal applications to support it.
- **Ironhack.** Create UX bootcamp curriculum and teach first cohort, guest speaker.
- **JP Morgan Chase.** Designed application that managed travel (booking and expenses).
- **Kaplan University.** Research and design for student and admin portals.
- **Miami Dade College Idea Center.** Mentor administration on UI/UX, guest speaker.
- **Microsoft.** Ethnographer for Client, Search, and Sharepoint.
- **Mindbody Online.** User research for systems that manage classes, appointments, employee schedules, and payment for salons and gyms.
- **Nationwide Insurance.** Designed application that managed budgets (procurement, human resources, accounting, and payroll).
- **Novartis Pharmaceuticals.** Designed applications for how scientists manage and run experiments, manage samples, access applications, visualize DNA analysis.
- **Rokk3r Labs.** Design and mentorship for incubator and startups.
- **Sermo.** Research and design for community site and how physicians participate in medical trials.
- **Skillsoft.** Designed and created content for eLearning application.
- **Staples.** Research & design for call center applications, print customization tools, ecommerce website.

- **University of Miami.** Mentor administration team on how to create a UX undergraduate and graduate program, recruiting and hiring staff, guest speaker, Professor for Project Management classes.
- **Useagility.** Research and design for Beechcraft Aviation, Colliers, Demdaco, DST, LES, Lumena, NHA, Treo, UMB, US Home Filters. Train team in UX best practices.
- **Venture Hive.** Design for portfolio management for startup incubator, UX mentor to startups, 6 week UX course for high school students and entrepreneurs.
- **Vesta Group.** Lead Project Manager and Designer for startups at the SUN Incubator for Harvard and MIT Startups.
- **Watsco.** Research and design for sales tool & on demand service for HVAC distributors, franchises, and vendors. Train team in UX best practices.
- **Worldwide Production Services.** Project Manager & Producer for film sets for Audi, Delta Lloyd, Diesel, El Cortes Ingles with Ricky Martin, Heineken, H&M, Jeep, Kmart with Martha Stewart, Sony, The Royal British Navy, The Substitute, Wendys, Will Smith “Welcome to Miami”, Wrigleys, and more.
- **Wyncode.** Mentor founders on how to create a UX bootcamp.

- **UX Gofer (2014-2018) Founder and CEO**

UX Gofer is an enterprise application that helps companies run their own usability tests faster and cheaper. UX Gofer was accepted into the Babson University WINLab Accelerator program and American Entrepreneurship Award fellow.

Responsibilities:

- Create the UX Gofer product from concept through delivery.
- Hire and manage remote development teams.
- Create marketing and sales materials for investors, customers, vendors.
- Administrative and operational tasks of running a startup.

- **Zumba Fitness (2012-2013) Director of User Experience**

Zumba Fitness is a health and lifestyle brand that focuses on Zumba classes at gyms. Other verticals include music, conferences, video games, fashion, nutrition, magazines, DVDs, and infomercials.

Responsibilities:

- Create the strategic direction for customer and instructor digital experiences for the Zumba brand.
- Hire and build a UX team of designers, developers, and project managers.
- Manage team that designed for ecommerce, conferences, portals, live classes, mobile apps, events, marketing tools, nutrition program, babies & kids program, print and digital magazine.

## SKILLS & KEYWORDS

A/B Testing, Academics, Acceptance Testing, Accessibility, Accounting, Administration, Adobe Acrobat DC, Adobe Creative Cloud, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Spark, Adobe Stock, Advisor, Affinity Diagrams, Agenda, Agile, Ajax, Airtable, Amendments, Analysis, Animal Management, API, Apple Developer, Application, Appropriations, ArcGIS, Artists, AS400, Asana, Assay Management, Assessment, Asset Management, Auctions, Audience, Audits, Automations, Aviation, Axure, Azure, B2B, Banking, Backlogs, Balsamiq, Benchmark, Benefits, Bias, Bitly, Blueprints, Bootcamps, Bootstrap, Brainstorming, Branding, Brief, BrowserStack, Budgets, Business Operations, Business Process, Calendars, Calendly, Call Centers, Canva, Card Sorting, Career, Census, Certification, Challenge, Charters, Chat, Checklists, Children, Citizen, City Commission, Civics, Clean Room, Clickpath, Client Management, CMS, Co-Design, Coach, Coding, Cohort, College, Constant Contact, Collaboration, Comics, Communications, Competitive Analysis, Concept, Conferences, Confluence, Consult, Consumers, Content, Content Management Systems, Contests, Contextual Inquiry, Continuous Improvement, Contracts, Cooking, Coordination, Copywriting, Crazy Egg, Creative, CRM, CSR, CSS, Curriculum Development, Customers, Customization, Data Dashboards, Data Feeds, Database, Deaf, Delivery, Demographics, Design, Design Reviews, Design Standard Documentation, Design Thinking, Details, Development, Diagrams, Diary Studies, Digital, Digital Transformation, Direction, Director, Document Management, Documentation, Doodle, DSD, ECommerce, Education, EHS, E-Learning, Employee Benefits, Engineering, Empathy, Enterprise, Entrepreneurs, eProval, Equal Opportunity, Equity, ERP, ESRI, Ethnography, Evaluations, Events, Excel, Executive, Expert Review, Eye-tracking, Facilitation, Feedback, Figma, Film, Finance, Fitness, Flex, Font Awesome, Frontify, Games, GIS, Github, Go To Meeting, Goals, GOMS, Google Analytics, Google Authenticator, Google Docs, Google Forms, Google Gmail, Google Sheets, Google Slides, Google Translate, Government, Graphic Design, Gratuity, Guerilla Testing, Guidelines, Gyms, Hardware, Healthcare, Hearing, Heatmaps, Help Desk, Hemingway, Heuristic Evaluation, High Fidelity, Hiring, HMW, Homeschool, Honorariums, Hotjar, Human-Centered, Human Resources, HR, HTML, HVAC, Icons, Inclusion, Incubators, Information Architecture, Innovation, Institutional, Instructional Design, Instruction, Instructor, Insurance, Interaction Design, Interactive, Internet, Interpersonal, Interviews, Intranets, Inventory Management, IOT, Iterative, Iterative Collaboration Sessions, IT, ITIL, ITN, Investing, IVR, Jira, Jobs, Joint Application Design, Jotform, Kahoot, Kids, Kiosk, Labs, Law, Lean, Lecturer, Legacy Systems, Logistics, Low Fidelity, Mail Chimp, Mainframe, Management, Marketing, Measurement, Medical, Mentoring, Methods, Metrics, Microsoft Office, Microsoft Excel, Microsoft Lightroom, Microsoft Notepad, Microsoft Outlook, Microsoft PowerPoint, Microsoft Sharepoint, Microsoft Teams, Microsoft Visio, Microsoft Word, Miro, Mobile, Modules, Monday, MongoDB, MOSS, Motion Picture, MS Project, Multi-task, Music, MVP, MySQL, Navigation, Negotiation, Non-Profits, Nutrition, Objective, Omnigraffle, OpenCities, Optimal Workshop, OptimumSort, Ordinance, Organizational Leadership, Paper prototyping, Participants, Patient, Pattern Libraries, Payments, Payroll, PDF, Performance, Permits, Personas, Pharma, Pharmaceutical, Photography, Photoshop, PHP, Physicians, Plain Language, Planning, PMP, Poll Everywhere, Policy, Portals, Portfolio Management, PowerPoint, Print, Procurement, Presentations, Problem Solving, Process Improvement, Product Design, Product Owner, Professor, Program Management, Project Management, Project Plans, Proofreading, Proposals, Prototypes, Prototyping, Public Speaking, Publication, QA, Qualitative, Quantitative, Quality Assurance, Quality Improvement, Qualtrics, Questionnaire, Rally, Readable, Recipes, Recruiting, Reddit, Research, Retail, Requirements, Remote, Reports, Responsive, Returns, RFP, RIA, Roadmaps, ROI, SAAS, Sales, Salesforce, Scenarios, Schedules, Science, Screeners, Scrum, Scrum Master, SDLC, Search, Secret Shopper, SeeClickFix, Seniors, Servant Leadership, Service Delivery, Service Design, Sharepoint, Sitemaps, Sketch, Slack, Smart Cities, Smart Devices, Smart Mockups, SME, Social Networks, Software, Speaker, Special Events, Specification Documentation, Sprints, SQL, Snagit, Stakeholders, Standards, Startups, Statement of Work, Status Reports, Stickers, Storage, Store Design, Storyboards, Streamlining, Strategy, Strategic Planning, Student, Studios, Styleguides, Subjective, Supervisory, SurveyMonkey, Surveys, SWAT, Swimlanes, Systems Thinking, Tableau, Tagalongs, Task Analysis, Taxes, Taxonomies, Tchotchke, Teacher, Teaching, Teams, Team Leadership, Teamwork, Technology, Techsmith, Templates, Testing, Thin Client, Tickets, Transportation, Travel, Treejack, Trello, Trend Analysis, TryMyUI, Typeform, UAT Scripts, UI, University, Usability Lab, Usability Testing, Users, User-Centered, User Experience, User Interviews, User Research, User Stories, UX/CX, Vendor Management, Venngage, Virtual, Visual Design, Visualizations, Visio, Voice, Voice of the Customer, Waterfall, Wayfinding, Wealth, Web Design, Webex, Wireframes, Wizard of Oz, Writing, Word, Workday, Workflows, XML, XP, Zapier, Zencity, Zendesk, Zoom