

Jewelanne Jay

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PROFESSIONAL PROFILE

User Interface Designer / Business Analyst - Experience includes designing user interface, creating working visualizations using iRise, analyzing and documenting business needs, creating support scripts, site maps, graphics, and training material, coding HTML/CSS, writing content, and training end users.

KEY STRENGTHS

- Two years experience using iRise to simulate software; iRise Certificate of Completion granted 09/14/2010
- Exceptional computer skills using iRise, Photoshop, Adobe Illustrator, Dreamweaver, InDesign, PageMaker, and Microsoft Office Products (Word, Excel, PowerPoint, and Visio)
- Excellent illustration, photography, presentation, writing, editing, and multi-tasking skills
- Skilled in market and field research to explore new product opportunities and define user needs
- A trained eye for aesthetic quality, with a strong sensitivity to two and three-dimensional form
- Creative problem solver with excellent communication, interpersonal, and management skills
- Ability to rapidly learn new technology and techniques
- Very analytical, organized, detail oriented, and expedient
- Four patents issued and twelve invention disclosures processed

PROFESSIONAL EXPERIENCE

01/2007 - Present: User Interface Designer / Business Analyst - Ciber - Torrance, CA

Key member of several projects at Toyota Motor Sales:

- **QA Tools** – Created iRise screen simulations, presenting the exact look and feel of the application.
- **TRIGGER** – Created over 70 iRise screen simulations that were reviewed with the Business twice weekly; worked with team to document Business feedback; and wrote scripts to accompany simulations.
- **Parts Recovery System, PRS** – As the HTML/CSS Developer, created mockups in both HTML/CSS and Photoshop, analyzed business needs, designed user interface, wrote Functional Specs, created a site map, created training material (both hard copy and web-accessed), coordinated transition into the new system, and WebEx trained system users.

Additional:

- **Endeca** – Reviewed User Interface design and created a report for upper management recommending improvements; also created weekly dashboards tracking performance testing.
- Created presentations to TMC for upper management using Visio, PowerPoint, and Photoshop.
- Supported management by performing misc. administrative tasks as needed.

Accomplishments:

- **TRIGGER** – iRise simulations saved two weeks and a savings of \$46,214 during the Elaboration Phase. The end product was well received by TMC.
- **PRS** – My ability to wear numerous hats throughout the course of the project significantly contributed to the project being completed on time and within budget.

08/2004 - 01/2007: Freelance Web & Graphics Designer / User Interface Designer - San Pedro, CA

Client list includes Professional Products, Inc., American Language Services, The World Swing Dance Council, the U.S. Open Swing Dance Championships, and Thermogram Assessment Services.

09/2001 - 07/2004: Director of Communications - Sequoia Conference Center & Health Club - Buena Park, CA

Managed all corporate communications including the web site, marketing material, advertisements, presentations, brochures, posters, and a monthly health club newsletter.

Accomplishments:

- Simultaneously managed numerous extensive projects: the redesign of all promotional material, including company brochures and the company's web site, significantly improving aesthetic appeal and functionality.
- Impressive SEO achievements significantly improved the company's search engine rankings.
- Served as an in-house photographer, creating quality photos and a substantial savings for the company.

07/1999 - 08/2001: Freelance Computer Graphic Designer and Illustrator - Studio City, CA

Produced logos, ads, brochures, and promotional materials for a variety of clients.

04/1989 - 05/1999: Media Coordinator - PSI Telecommunications - Burbank, CA

Coordinated the company's exhibits in trade shows across the country. Created trade show exhibition graphics, technical proposals, presentations, and wordless product instructions. Supported the development of product brochures, edited magazine articles and advertisements, and wrote technical marketing proposals.

Accomplishments:

- Significantly improved department efficiency by developing a system for coordinating trade shows nationally and distributing literature and promotional items worldwide.
- Applied extensive computer illustration and communication skills to update and computerize wordless instructions for a broad line of Telecommunications products.

01/1989 - 04/1989: Design Consultant - InVision - Sylmar, CA

Product Design Consultant specializing in the development of new products for the medical industry.

01/1984 - 12/1988: Baxter Healthcare Corporation, Pharmaseal Division - Valencia, CA**1987-1988: Senior Staff Engineer, Research and Development - New Ventures Group**

Explored new product opportunities by conducting market and field research, identifying market needs, evaluating outside inventions, writing and presenting new product proposals to upper management, and conceptualizing and championing product ideas into development by the R&D organization.

Accomplishments:

- Completed a neonatal care product-line marketing proposal with a \$20 million market potential.
- Supported marketing strategic plan development of an OB/GYN disposable product line.

1984 - 1987: Staff Engineer, Advanced Engineering Group

Designed medical electronic equipment: evaluated competitive products, conducted field research and identified design parameters; initiated and implemented design solutions that optimized the human/machine interface; fabricated prototypes; and designed presentation material for focus groups and upper management.

Accomplishments:

- Member of an engineering team that developed the RK-2000 Hypo-Hyperthermia machine; designed the housing and human/machine interface; initiated unique features such as patient trend monitoring.
- Designed the human/machine interface of the Lectron 302 Esophageal Monitor, a machine developed for the operating room to measure a patient's depth of anesthesia.
- Team leader of the BioThotic wheelchair cushion development. Two patents issued.

EDUCATION

1983 – Master's Degree in Industrial Design - North Carolina State University, School of Design

1980 – Bachelor's Degree in Studio Art - University of North Carolina, Greensboro; graduated Cum Laude

HONORS

- 1989 Named in two group patents issued on an umbilical cord blood-sampling device.
- 1986 - 1988 Baxter, Pharmaseal Patent Awards - Two patents issued on a wheelchair cushion design. Twelve invention disclosures filed with Baxter's legal office.
- 1986 Baxter Technical Achievement Award for advances in the design of hypo-hyperthermia equipment.
- 1983 Awarded a Teaching Assistantship, teaching other students how to use Apple computers.
- 1983 Three National Awards received for a shower seat and transfer board design:
 - Industrial Design Magazine Designers' Choice Award - selected as one of the best designs in 1983.
 - Carl Gibson Design Competition - First Place
 - Rehabilitation Engineering Society of N. America Student Design Award - One of six students selected.

PORTFOLIO: <http://www.j-jay.com>