

Jodi Mack

Designer

jodimack.com

EXPERIENCE

Product Design Lead

Apr 2016 - Present

AnswerDash - Seattle, WA

- redesigned the end-user tool and Analytics experience, and provided direction throughout branding efforts
- worked closely with marketing, executive, and sales departments to promote consistency throughout the product
- designed multiple products and features including v2 Analytics, Trending Topics, chatbot, and mobile SDK

Interface and Interaction Design

Nov 2015 - Mar 2016

PicMonkey (via Allovus Design) - Seattle, WA

- performed an end-to-end product audit to improve controls and refine interactions
- designed multiple global product features to enhance user experience, including Custom Effects and Text Filtering
- consistently worked alongside engineering to uncover limitations and ensure efficiency

Product Design and Development

Feb 2015 - Jun 2015

EdgeTheory - Jackson, MS

- encouraged the company towards a design culture with an emphasis on empathy
- planned, designed, and constructed most of the front end assets for a new reporting app to increase customer satisfaction
- worked with a build system (grunt) and with version control in a team context using branches

Design and Frontend Web Development

Dec 2013 - Present

Freelance - Seattle, WA

- designed and polished app interfaces and interactions
- designed and built multiple marketing websites
- consulted on branding efforts and product strategy

EDUCATION

Bachelor of Science *Environmental Science & Policy* – National University 2013

Associate of Arts *Liberal Arts and Sciences* – San Diego City College 2010