



# Jennie Babcock

[jenniebabcock@gmail.com](mailto:jenniebabcock@gmail.com)

661-600-8702

[Portfolio:jenniebabcock.com](http://Portfolio:jenniebabcock.com)

[linkedin.com/in/jenniebabcock](https://www.linkedin.com/in/jenniebabcock)

I've trained a llama to follow me into the unknown and built a fire to light up a midnight stream crossing. I've inspired at-risk students to get lost in art. Tilted at windmills, and won! I enjoy using creativity to solve problems and to make things work better. My intuitiveness and ability to make connections make me a natural researcher. Usability testing, user interviews, wireframing, persona creation, and storyboarding are some of my favorite UX methods. I thoroughly enjoy UX Design methodologies, and that creative aspect drives me through all UX activities.

## Experience

### Freelance UX Researcher/Designer

*Think Trio*, Research Lead

5/2017

- Analyzed survey data for specific data sets
- Worked with the team to conduct usability and A/B testing
- Provided a summary of the data to the client
- Created wireframes to be used in research.

*Hurify*

4/2018

- Conducted competitive research and created screen flows

*Camlann Medieval Village*, Pro Bono User Researcher

8/2019-Present

- User Research project to discover and define needs of the new website

### Freelance Educator

3/2015-Present

- Worked in a variety of educational positions, both formal and informal.

### Science and Art Teacher

1/1996-2/2015

*Kern High School District*

- Improved environmental education by leading a curriculum program in the district
- Developed art curriculum
- Solved scheduling logistics problems

### California Department of Fish and Game

- Conducted field studies to provide and analyze essential data to the agency
- Streamlined management of resources and crews to improve the outcome of fieldwork

## Education

General Assembly

California State University, Bakersfield

California State University, Fresno

UX Design, Intensive Immersive

Secondary Education, Life Science

BA Environmental Biology

## Skills

### Design

- Sketch
- OmniGraffle
- InVision

### Research

- Surveys
- User Interviews
- Usability Testing
- A/B Testing
- Competitive Analysis
- Task Analysis
- Persona Creation
- User Stories/Scenarios

### Information Architecture

- User Flows
- Site Maps
- Journey Mapping

### Other Skills

- Public Speaking
- Storytelling

---

### Spare Time Passions

- Acting
- Photography
- Travel