

# JODI PENNY

## Senior Product Design Manager

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### PROFESSIONAL EXPERIENCE

#### Embark Veterinary

Senior Product Design Manager · 2021 – 2022

Managed newly-assembled product design team of four through stages of rapid organizational growth, chartered operational and strategic initiatives in collaboration with product and tech partners. Conducted the continuation of research and testing of new products opportunities, optimized operational efficiencies, initiated design system and standardization of component library in alignment with code base.

#### Humana Studio\_h

Lead Product Designer · 2020 – 2021

Launched MVP digital experience of venture omnichannel health care experience to 15,000+ Medicare members by driving a human-centered approach with stakeholders to define features while ensuring design solutions were valuable, accessible, and technically feasible based on research. Partnered with engineering to create and implement a design system.

#### ASICS Digital (Formerly Runkeeper)

Senior Product Designer · 2019

Partnered with global digital strategy and consumer engagement stakeholders to define research objectives and methodologies for strategizing and developing lifetime value through OneASICS membership program experience. Led design on an agile, data-driven six-person product team to support the global omnichannel ecosystem of responsive eCom sites, native fitness apps (iOS + Android), pilot web apps, and in-store experiences.

#### Alchemy (A Procter & Gamble Company)

Product Designer, IoT · 2018 – 2019

Led design initiatives on a three-person internal product team and Gillette's research and development innovation teams to research, validate, and define the go-to-market strategy of a companion native iOS app to accompany a proprietary connected device. Aligned with industrial engineers and cloud architects to determine technical capabilities and constraints of physical devices to integrate digital experience successfully to continue project funding.

#### Fidelity Investments

User Experience Designer · 2016 – 2018

Secured continuation of funding for statement enhancement initiatives within the Fidelity Institutional Portfolio through diligent stakeholder management and timely deliverables. Created technically feasible design solutions to meet business requirements and improve customer satisfaction across the suite of digital asset management platforms.

#### Boston Globe Media Partners, Boston.com

Visual and User Experience Designer · 2014 – 2016

Collaborated with cross-functional product development teams in an Agile environment to design interactive experiences to meet audience needs and business metrics. Defined brand standards and drove consistency of visual elements across the website by creating, presenting, and implementing the Boston.com Style Guide.

### SKILLS

#### Design

Human-centered design · Visual design · Strategy  
User experience, user interface & interaction design  
Accessibility · Information architecture · Asset delivery  
Design systems · User flows, wireframes & prototypes

Responsive web · Progressive web apps · Native apps  
IoT-connected devices & companion digital experiences

#### Research

User interviews · Stakeholder interviews · Surveys  
Personas · Hypothesis development · Learning plans  
Comparative analysis · Journey maps · Task analysis  
Usability testing · Accessibility & quality assurance

#### Technical

Figma · Sketch · InVision · Adobe Creative Cloud  
Miro · Basic HTML/CSS · Sympli · Zeplin

### EDUCATION

#### Massachusetts College of Art and Design

Boston, MA · 2016

Designing Interactive Experiences

#### University of Massachusetts Dartmouth

College of Visual and Performing Arts

North Dartmouth, MA · 2014

BFA in Visual - Graphic Design · Magna Cum Laude

#### Holyoke Community College

Holyoke, MA · 2011, 2012

AS in Visual Arts · Honors

AA in Arts & Science · Honors

### CERTIFICATIONS

#### AJ & Smart, Design Sprint Masterclass

Massive Open Online Course

Design Sprint Master Certification · In progress!

#### United States Army, Advanced Training

Sheppard Air Force Base, TX

Biomedical Equipment Technician

### RECOGNITIONS

#### Alumni Guest Speaker

College of Visual and Performing Arts, UMass Dartmouth

Professional Experiences in the Design Industry

#### Guest Critic

College of Visual and Performing Arts, UMass Dartmouth

Visual Design Program Junior Portfolio Review