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| Sogeti USA Consultant Profile |  |  |
| Jennifer Gracey  Senior Consultant | Jennifer is a dynamic, charismatic and analytic problem solver with over 13 years of successful professional experience. She is highly skilled in synthesizing user research, user interface design principles, usability evaluation activities and business requirements into intuitive solutions across a broad spectrum of applications within an iterative product lifecycle.  She has demonstrated her ability to combine creative understanding and high-tech skills, enabling a quick assessment of interactive projects for both technical and creative potential.  Jennifer has extensive experience creating and iterating static and interactive design models and authoring detailed user interface specifications; as well as performing usability tests with end users and conducting user interface peer reviews. |
|  |  | Education   * Professional Certification, Certified Usability Analyst (CUA)   Human Factors International  Fairfield, IA   * Bachelor of Arts, Journalism and Mass Communication   Iowa State University of Science and Technology  Ames, IA - 1999   * Certified National Trainer (CNT)   Junior Chamber International Training Institute  Chesterfield, MO |

Skills

**Strengths & Expertise**

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| * Usability Inspection   Sogeti USA – Des Moines, IA  4200 University Avenue,  Suite 304  West Des Moines, IA 50266  Phone: (515) 954-7678  Fax: (877) 406-9646   * Usability Testing * Project Management * Web Design * Social Media * Workflow Analysis * Business Analysis * Business Process Analysis | * User Centered Design Practices * User Centered Research Methods * Mobile Web Development * Strong Facilitator & Collaborator * Requirements Solicitation * Training & Development * Public Speaking & Presentations * Event Management |

**Software & Languages**

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| * Adobe Photoshop * Fireworks * Microsoft FrontPage * CSS2/3 * XML * SQL Reporting Services * Visio * Balsamiq Mockup Tool * Microsoft Sharepoint | * Dreamweaver * Bootstrap * HTML 4/5 * JavaScript * .NET * Visual Studio * Adobe Creative Suite * Google Analytics and Web Trends * IBM Connections |

Professional Experience

**Senior Consultant – Senior Certified Usability Analyst and UX Lead** *2012 - present*

**Sogeti USA**

* Led web content migration project for Sogeti USA. Organized and migrated a large amount of digital assets from Microsoft Sharepoint to IBM Connections Teampark Community.
* Established usability standards, content organization, graphical icon set and style guide for the content migration.
* Created training materials and facilitated training for national leads for their areas of content.

***Pioneer Dupont – BI Roadmap***

* Served as a Business Analyst for a Pioneer Dupont strategic initiative project that involved a 3 year BI Roadmap.
* Gathered current state documentation and solicited information from stakeholders.
* Presented current state findings in an on-boarding session for the Sogeti team when they arrived onsite.
* Surveyed development and support staff to gather high level information regarding data flow between systems and databases.
* Conducted interviews of support staff and key stakeholders to determine business process and work flow. Documented output of these sessions as well as the vision sessions with executive level stakeholders.
* Documented 200+ plug-ins and applications and the data flow between databases.
* Provided the current state documentation and corresponding artifacts for the final document provided to Pioneer Dupont.

***Delta Dental of Iowa – CDT Code Processing & Policies Web Site***

* Led a web site redevelopment effort at Delta Dental. Started with RDV (Rapid Design and Visualization) sessions to document goals of the system, tasks, priority of tasks and workflow.
* Utilized information from those RDV whiteboarding sessions to create wireframes and Balsalmiq mockups.
* Validated mockups and workflow with users over multiple RDV sessions while documenting system requirements and business rules utilized for database restructuring.
* Gathered all requirements and filled the role as BA, PM and UX Designer on the project to deliver a web site capable of tracking Dental Codes provided by the American Dental Association and the associated verbiage, compliance information and Delta Dental of Iowa insurance claims processing practices.

***Blue Cross Blue Shield of Minnesota***

* UX Oversight on Blue Cross Blue Shield of Minnesota’s HTML5/CSS3 mobile application.
* Worked with team to review screens for consistency, usability and coding best practices.
* Made recommendations related to usability and coding efficiency.
* Modified HTML and CSS for mobile display consistency.

***Wellmark Blue Cross Blue Shield of Iowa***

* Usability Analysis of existing CRM System for Wellmark
* Conducted user interviews to gather feedback and pain points on current system as well as identify current usability issues and opportunities for improvement.
* Interviewed subject matter experts and support staff to gain insight into system constraints and business requirements.
* Documented user interface requirements and suggested best practices.
* Documented workflows and processes used within the system and integration points with external sites/systems.
* Conducted a high level content audit of screens and integrated systems.
* Conducted and provided an audience analysis as part of the final deliverable to allow the business owners to truly understand their end users.
* Developed a comprehensive document with issues identified, as well as potential recommendations and solutions for the future state.
* Analyzed the system for usability and user experience issues that were not necessarily gathered from user feedback. Documented those items and recommendations for the future state.
* Developed low-fidelity wire-frames of what the ideal future state system should look like to meet the requirements of the users.
* Developed some conceptual navigation modeling to help with future state content and workflow reorganization in the new CRM platform.
* Validated UI requirements, issues and mock-ups with subject matter experts and presented final analysis to the business owner and support team.
* Developed the front-end code and design for the provider portal to allow providers to attach documentation to web inquiries.
* Interviewed users to determine their usage of the system and provide that feedback to the team to be able to validate our user experience designs as well as enhance the system in the future.
* Made technology requests and recommendations during the user experience design process of the provider portal on behalf of the customer service users that would greatly decrease their time spent responding to provider inquiries by cutting out the duplication of work, reducing clicks, reducing the number of screens and the amount of time it takes to display an inquiry. These improvements also led to faster response times, less manual work by the screen cell team and increased user satisfaction.
* Utilized the User Centered Design Process to analyze a current tool used for plan comparison. Made future state recommendations based on usability and conducted a competitor analysis.
* Created a best in class user experience with wireframes and validated those wireframes with test users.
* Leveraged Bootstrap and HTML5/CSS3 to create Wellmark’s first truly responsive web site. The Plan Compare Tool is now in production for several of their largest clients.

**User Interface Analyst/Designer III** *2005 - 2012*

**ITA Group**

**(Leading Performance Improvement & Integrated Marketing Strategy Company)**

* Served as the sole User Interface Analyst and Certified Usability Analyst on staff. Evangelist for usability best practices and UI standards. UX subject matter expert and UI lead on enterprise level applications as well as client facing websites.
* Developed low-fidelity wireframes and high-fidelity prototypes for enterprise level applications, websites and mobile websites.
* Utilized storyboards and prototypes to facilitate the interaction design and navigations of websites and applications.
* Maintained and enhanced prototypes via iterative development through the SDLC.
* Gathered UI requirements by interviewing users and project sponsors. Facilitate interviews and document user stories.
* Utilized user-centered design techniques including card sorting, process flows, prototypes, personas, scenarios and use cases.
* Utilized user stories to validate use cases and functional requirements with business users and translated into requirements for software developers.
* Worked on multiple teams and projects using a variety of development methodologies including Waterfall, RUP, and Agile as well as hybrid methodologies to fit the project scope and timeline.
* Collaborated with Business Analysts and Software Developers to ensure user experience was intuitive, easy to use and practical from a development perspective.
* Created style guides as well as UI standards for various sites and trained team members on usability best practices.
* Helped guide and educate internal business users on social media best practices and strategy for corporate brand.
* Served as Web Trends and Google Analytics subject matter expert by setting creating reports, presenting information to clients and training internal team members on web analytics.
* Managed on-site and off-site contractors and workload.
* Served as a corporate trainer teaching classes in Business Etiquette and Digital Images.

**Internet Site Developer** *2000 – 2005*

**ITA Group**

**(Leading Performance Improvement & Integrated Marketing Strategy Company)**

* Designed and developed e-commerce catalog with over 1,500 products.
* Created web optimized product images and expanded product offering to over 10,000 products.
* Developed and launched yearly redesign of the e-commerce catalog from 2001-2012
* Assisted in developing code and design for three major re-writes of the e-commerce catalog from 2001-2012
* Developed corporate website and assisted with more than 5 redesigns from 2001-2012.
* Led effort for search engine optimization for corporate website.
* Designed over 100 client websites varying in size from mini-sites to large full-service portals.
* Worked on various cross-functional teams and served as the website design and user interface subject matter expert.
* Trained designers on web design best practices and established design standards for websites.
* Created style guides and development standards for corporate and client web sites.
* Wrote and maintained ISO 9001 work procedures and documentation.
* Performed extensive research and provided executive summary and guidance on CAN-SPAM laws and e-mail marketing best practices. Designed and deployed email marketing campaigns for client programs.
* Collaborated with software developers to create functional and user-friendly interfaces across all web sites.
* Gathered UI requirements and validated navigation, site maps and functionality requirements prior to web design being presented to the client. Worked with account managers and clients to relay functional requirements and changes to business analyst, software developer and graphic designer.

**Web Designer** *1999 – 2000*

**Meredith Corporation**

**(Media & Marketing Company Featuring National & Local Magazine & Broadcast Brands)**

* Designed graphics on Better Homes and Gardens, ShopOnline123.com and Ladies Home Journal web sites.
* Developed and managed content and performed maintenance updates across corporate websites.
* Created HTML and worked within site design standards to ensure consistency.
* Assisted with site redesigns and layout enhancements.
* Completed extensive competitive analysis of ShopOnline123.com and provided recommendations for improving market share through functional enhancements and product offerings.
* Collaborated with team on weekly, monthly and quarterly content strategy.

Professional Affiliations

* User Experience Professionals Association - Iowa 2007 to Present
* User Experience Professionals Association - International 2007 to Present
* .NET Users Group – Des Moines

Non-Profit Leadership Experience

**JUNIOR CHAMBER INTERNATIONAL (JCI)** *2003 - present*

**(Global Membership-Based Leadership Development Organization of 200,000 Young Professionals)**

**Executive Vice President for Asia and the Pacific** *2016*

**Junior Chamber International**

* Serve on the executive committee of JCI, reporting directly to the World President.
* Manage a team of four Vice Presidents assigned to Asia and the Pacific.
* Chair the Asia Pacific Conference in Kaohsiung, Taiwan (Expected attendance: 5,000 delegates)
* Oversee local, regional and national organizations in Asia Pacific comprised of almost 100,000 members.

**100th Anniversary Celebrations Committee Chairperson** *2015*

**Junior Chamber International**

* Oversee the many 100th Anniversary projects and celebrations held throughout the year for JCI.
* Assist with fundraising, donor relations and promotion of 100th Anniversary.

**International Vice President for the Americas** *2014*

**Junior Chamber International**

* Serve as an ambassador of JCI and liaison between world headquarters in St. Louis, Missouri and assigned countries.
* Assigned to Canada, Dominican Republic, Haiti, Jamaica, Panama, Puerto Rico, and the West Indies.
* Provided training, consulting, media interviews, as well as attended meetings with sponsors and elected officials. Delivered speeches and motivational seminars to members. Worked on service projects to help improve local communities. Promoted the United Nations Millennium Development Goals and the mission of Junior Chamber International.

**Executive Assistant to the World President for the Americas** *2013*

**Junior Chamber International**

* Serve as a liaison between JCI headquarters, the World President and the national presidents and national organizations in North, Central and South America.

**National Vice President** *2012*

**The United States Junior Chamber**

* Assigned to the states of Washington, Ohio, Delaware, Alaska, Wisconsin, Idaho and Nebraska. Serve as an advisor and consultant to state presidents and executive officers; providing counsel in the areas of membership development, finance, strategic planning, policy development and executive leadership.

**National Training Director** *2011*

**The United States Junior Chamber**

* Planned, developed and directed all programming related to training and development and coordinated training activities at all national and regional meetings. Provided necessary resources to national and state organizations to effectively train local members.

**State President** *2010*

**Iowa Junior Chamber**

* As chief executive and primary spokesperson, directed the organization’s strategic planning, recruitment and retention, finance, communications and policy development initiatives. Successfully led an executive team and board of directors of over 60 individuals serving 40 chapters. Traveled extensively throughout the state; speaking at events, conducting trainings and advising local chapter presidents and executive officers. Led state to a #1 finish in the USJC Parade of States.

**President** *2006*

**Clive Junior Chamber**

* Led local chapter to a #1 finish and growth to over 150 members, recruiting over 75 new members. Appointed by the mayor of Clive to serve on city’s 50th Birthday Committee. Named one of the outstanding chapter presidents in the nation by the USJC.

Awards & Honors

* 2014 Technology Association of Iowa Women of Innovation Rising Star Award Finalist
* 2013 Presidential Award of Honor for serving as Executive Assistant to the JCI World President
* 2011 Presidential Medallion for service as National Training Director, U.S. Junior Chamber
* 2010 #1 State in the Nation, United States Junior Chamber
* 2010 Allen Whitfield Memorial Award for Top State President, U.S. Junior Chamber
* 2009 Dennis Hamilton Memorial Award for Top State Vice President, U.S. Junior Chamber
* 2006 Charles Kulp, Jr. Memorial Award for Top Local Chapter President, U.S. Junior Chamber
* 2006 Wayne E. Putnam Award for Top Local Chapter President, Iowa Junior Chamber
* Junior Chamber International Senator #72200 (life member)
* Iowa Jaycees Governor #366 (life member)