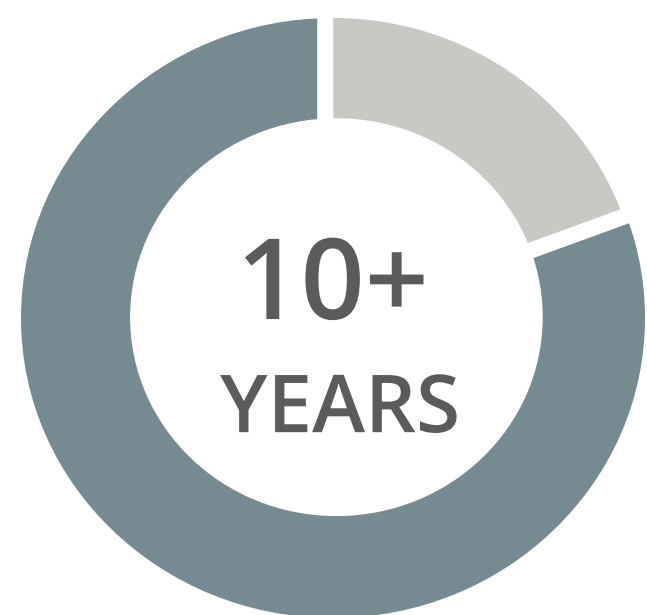




# Jessica Davies

UX Researcher | Strategist | UX Designer

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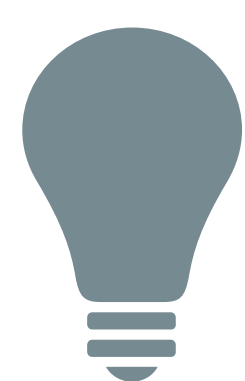
research



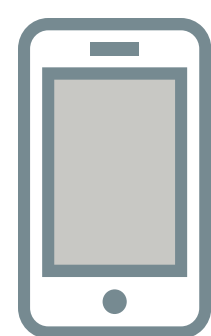
strategy



ux design



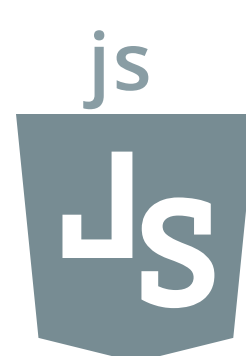
7 start-ups



mobile 1st background



5 products to market



## Experience

### Apple | UX Researcher | 2017

- Led design and implementation of conceptual research.
- Designed, evaluated and led ethnography, collage, and interviews.

### IDEO | Design Researcher & Business Designer | 2016 - 2017

- Managed design and execution of studies for ed. & fintech products.
- Developed online surveys and led face-to-face user sessions.
- Synthesized data and guided team on design iterations.
- Created and presented pricing study for new online ed. product.

### Blue Rocket Inc. | Chief Strategist & UX Designer | 2015 - 2016

- Designed & vetted native app ideas for mobile-developer start-up.
- Led workshops to evaluate apps business model, technology & design.
- Conducted competitive research, interviews & usability studies.
- Created app sketches, wireframes, screen flows & user flows.

### Victory Healthcare | Director of Strategy | 2014 - 2015

- Led due diligence & pitch book creation for sale of entire company.

### WWE | Director of Investor Relations | 2013 - 2014

- Redesigned website to be more investor focused & social media savvy.

### Consilium | Senior Equity Research Analyst | 2009- 2013

- Designed research reports, websites, and social media plans.

### Rochdale | Portfolio Manager & Research Analyst | 2003 - 2008

- Created healthcare mutual-fund product, managed complete process.
- Researched equities via CFO, CEO, physician, and patient interviews.

### Goldman Sachs | Associate Research Analyst | 2001 - 2002

- Performed primary research & analysis, designed surveys, worked with university researchers, developed market models & visited companies.

## Education

### Harvard University

M.S. Health Policy & Management ~ Boston, MA

### University of California at Berkeley

B.A. Psychology ~ Berkeley, CA