

# Jesyka Palmer

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## Accomplishments

### Enabled teams to drive user value through research

Design research across IBM portfolios was inconsistent in delivering actionable insights and user outcomes. Along with a colleague, I lead this practice through mentoring and enabling teams to conduct research with speed. We empower the whole team to identify user needs and market opportunities. IBMers across the company now utilize our framework, resulting in higher research collaboration across disciplines.

### Increased gross revenue and reduced business costs

A start-up was struggling to scale as they expanded both their vendor distribution list and product catalog. I conducted quantitative analyses and found insights that could decrease cost of goods sold while maintaining product variety. The solution consolidated many food products, streamlining their ingredients supply chain. Responding to market trends, I also proposed a new product that reinforced their brand and became one of the company's top-selling items.

## Experience

**Senior Design Researcher** | Aug 2016 - Present  
Samba TV

Head of design research practice. Collaborate with PM, sales, and engineering to prioritize needs, drive user stories, increase product efficiency, and provide qualitative user evidence.

**IBM Design Research Practice Lead** | Jul 2014 - Aug 2016  
IBM Design Practices Team

Increased the practice and competency of design research across IBM business units to ensure that IBM offerings were built with empathy and provide measurable user value.

**Lead Designer** | Dec 2012 - Present  
Marie Antoinette's Gluten-Free Bake Shoppe

Design omni-channel experiences across social media accounts, branding, websites, print, customer service, and employee management. Forecast product sales and analyze data to increase gross revenue and lower cost of goods sold.

**Co-Founder & Lead Designer** | Apr 2013 - Aug 2013  
Sisasa, Inc.

Led design team and produced final UX specification documents. Aligned engineering, design, and marketing around the creation of an Android mobile banking app while in the GIGTANK Start-Up Incubator.

**Enterprise Visualization** | Jan 2013 - Jun 2013  
Perficient

Created interactive prototypes, conducted competitive research, and developed information architecture strategies for clients in the automotive and healthcare industries.

### Improved client communications across business units

IBM's client-relationship process lacked a unified communications approach, resulting in organizational churn. I was chosen to lead a key research initiative to improve maintenance and visibility. After rounds of qualitative research, we analyzed findings and presented them to SVPs. By reframing the problem to address root cause, our implemented solution improved client satisfaction and IBM executive awareness.

### Reversed new hire information overload

New hires were overwhelmed during their first days at a new company. Using design thinking, our multidisciplinary team found insights around wayfinding, team structure, and studio culture. The implemented solution of a guide book, mailed with the user's offer letter, included best practices to hit the ground running such as: maps, studio etiquette, collaboration tips, and designer habits. The physical artifact gave these digital workers a concrete reference point.

## Speaking

### Design Research Society 2016

Speaker: Design Research @ IBM, June 29 2016

Discussant: Design Innovation Management, June 30 2016

### IBM Austin International Women's Day 2016

IBM Design Thinking: Human-centered outcomes at speed and scale

### IBM @ SXSW 2015

Six Degrees of Separation: Practicing Successful Collaboration in Spite of Distance and Difference

## Patents

Ogunyoku, T.A., Palmer, J., and Hammond, C. Using sensory simulation during user testing to obtain a user's initial and natural reactions of a product or service. 2016.

## Skills

### Methods

Co-design, competitive analysis, contextual inquiry, experience mapping, heuristic evaluation, personas, surveys, usability testing, user interviews, wireframes

### Tools

Adobe CC, Git, Invision

### Programming

HTML / CSS, Python, R

## Education

### University of Michigan

MS in Information, HCI

### Wellesley College

BA, Theatre Studies