

# Jessica Muñiz Witmer

## Designer

A product designer with a passion for solving complex problems with visually clear, intuitive and delightful experiences for the intended audience while solving strategic business requirements.

## EXPERIENCE

### DISCOVERY INC

Lead Interaction Designer  
March 2016–current

Collaborates with cross-functional internal teams and corporate foundations to deliver rich educational interactives for educators and students for multi-platform experiences.

- Leads the responsive **mobile-first digital design system** used for the development of a financial literacy e-learning module. (Discover)
- Provides **user experience and visual design** solutions for over a dozen micro-sites. Creates branding elements for programs including logos, social marketing and print materials. (3M, Tiger Woods Foundation, Home Depot, Siemens and more)

### THE WASHINGTON POST

Product Manager / Lead Designer  
July 2005–March 2016

Collaborates with engineering and business teams on product strategy and definition for strategic initiatives within the News, Engineering, Advertising, Marketing and Human Resources.

- Leads the user experience and team collaboration on a **strategic enterprise application** to streamline and accelerate on-boarding, news delivery and payment for the current freelance experience. Acknowledged by Jeff Bezos as top application of the year, 2016. (The Washington Post Talent Network)
- Collaborates with engineering and business teams to create a strategic vision and user experience for an account driven article and photo delivery service—delivers **executive roadmap presentations** and leads daily scrum stand ups. Received Engineering and News award, 2017. (The Washington Post News Service and Syndicate)

## CONTACT

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(202) 288-2487

## CREATIVE SAMPLES

[colorhive.com](http://colorhive.com)  
[behance.net/colorhive](https://behance.net/colorhive)  
[dribbble.com/colorhive](https://dribbble.com/colorhive)  
[instagram.com/colorhive](https://instagram.com/colorhive)

## EDUCATION

### Yale School of Management, Executive Program

Business Perspectives  
for Creative Leaders,  
AIGA

### Certified Agile Methodology

Scrum Master

### CSS Standards and Best Practice Training

Learning Tree

### Bachelor of Fine Art in Graphic Design

Iowa State University

## SWIM DESIGN CONSULTANTS

Senior Designer

July 2003-July 2005

Collaborates with education and museum based clientele to bring digital interactives to market.

- Creates information architecture, interactive prototypes, visual design solutions for websites and physical kiosks. (Smithsonian, Brooklyn Museum of Art)

## RAZORFISH CONSULTANTS

Web Designer

July 2000-July 2001

Collaborates with an international interactive design team to provide robust solutions for Fortune 500 companies.

- Creates information architecture, interactive prototypes, visual design solutions for websites and physical kiosks. (Gloss, Loréal, Origins)

## SKILLS

### User Experience

Qualitative and quantitative interviews, user stories, ux reports, personas, journey maps

### System Design

Whiteboard sketches, user interface design, sticker sheets, information architecture, component definition, interaction specification, prototyping

### Visual Design

Branding, creative brief, identity design, logo, style guides, posters, typography specs, high-fidelity mockups, social marketing campaigns, presentations, style tiles, photo selection

### Product Management

Stakeholder interviews, project brief, competitive analysis, cross-functional team collaboration, discovery meetings, product strategy presentations, roadmap and release schedules, customer feedback, architecture definition, social media communications, customer collaboration, agile methodology, analytics

## TOOLBOX

- Sketch / Invision / Zeplin
- Adobe Creative Suite
- MS Office Suite
- Principle / Protio
- Jira / Teamwork / Asana / Smartsheet
- Keynote / Powerpoint
- Google Apps / Airtable
- MailChimp / Campaign Monitor
- SurveyMonkey / Wufoo
- Wordpress / Drupal
- Intercom / Appcues
- Hootsuite / SocialSprout

## PRINCIPLES

Experiences driven by heart and mind.

- Usability
- Clarity
- Findability
- Discoverability
- Desirability