

Gene Gemperline

User Experience Designer

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EXPERIENCE

Jellyvision | **User Experience Designer**

FEB 2015 - JAN 2020, Chicago

Collaborated with users, product owners and developers to design, test and refine complex internal production tools for increased efficiency and ease-of-use. Designed customer-facing dashboards and several features for their flagship product: *ALEX Benefits Counselor*.

Jellyvision | **Director of Media Production**

JAN 2012 - FEB 2015, Chicago

Grew and managed a team of seven media producers. Set departmental goals, best practices and creative standards. Collaborated with developers on design improvements to production software.

Jellyvision | **Media Producer**

JUN 2009 - JAN 2012, Chicago

Produced media-rich interactive experiences for Fortune 500 clients.

Daily Planet Ltd | **Asst. Video Editor / Motion Designer**

OCT 2006 - DEC 2009, Chicago

Edited videos and produced motion graphics for large ad agency clients.

PROJECTS

Talentshow | Content Authoring Tool

Lead the design for Jellyvision's proprietary internal content authoring tool, which is used by creative and production staff to create, customize and manage Jellyvision's flagship SaaS product: *ALEX Benefits Counselor*, a media-rich, responsive decision support tool with over 1,000 enterprise implementations for over 8 million users. First release was 18 months.

Tailor | Benefits Configuration Tool

Redesigned Jellyvision's proprietary benefits configuration tool, which is used by implementation staff, customers, and brokers to input unique benefits information such as health insurance and retirement plan details. More than 1,000 instances of *ALEX Benefits Counselor* were configured using this tool, with each configuration consisting of thousands of editable fields. Added new workflow, history viewing and customer review and commenting features.

SKILLS

Design:

- Concept sketches
- User flows
- Wireframes & mockups with Sketch
- Motion design with After Effects
- Video Editing
- Photoshop
- WYSIWYG design

Prototyping:

- Paper prototyping
- Complex interactions with Axure
- Some Figma

Research:

- User interviews
- Contextual inquiry
- In-person and remote usability testing
- Card sorting

EDUCATION

DePaul University

BFA Film and Playwriting

2001 - 2006, Chicago

Starter League

User Experience

2013, Chicago

