

# Jennings Hanna is a Interaction and UX Design Professional.

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## Professional Experience



Jan  
2015  
to  
Nov  
2015

**Fellow, Service and Interaction Design with Code for America cohort with ABQ Jen Pahlka, Executive Director and Founder**  
I was selected as a 2015 Code for America fellow. I worked with the city of Albuquerque, NM — specifically the office of Mayor Richard Berry. We designed a product to support and uphold financial wellness (with support from the Consumer Financial Protection Bureau and the Pew Trust). As the designer on the team, my role was to work on concept, strategy, and building the front-end. I created multiple prototypes and eventually a full product offering we piloted. I then negotiated ownership when the fellowship closed. The tool we built continues to be used by the city and some local organizations.

Our application also provided the city with an important open data set that reveals the state of financial health within the community. It is now being used to assist in HR and other innovation initiatives.

May  
2013  
TO  
April  
2014

**Co-op, User Experience Designer with Metropolitan Transit Authority of NYC Mike Salvato, E.D. EAM, Office of the President**  
I was the first User Experience designer at NYC MTA. My role was in the Enterprise Asset Management department. I assisted planners and analyst in delivering digital solutions for managing the inventory, maintenance, and regular overhaul of the MTAs extensive network of buses and subways. This was done by use of facilitating workshops, shadowing, and interviewing everyone I could, from executive stakeholders all the way down to bus mechanics. I would later work with the team to compile and synthesize findings into requirements. The requirements were then presented as part of a public bid to companies including IBM, Accenture, and Infor.

I also facilitated a collaboration with the SVA Interaction Design department. We brought partnered executives with students to create new and unique data visualizations and analysis of board book data.

Sept  
2014  
to  
Jan  
2015

**Strategist, Product and Content Design with the NFL Features Team**  
**Carmen Dukes, Sr. Dir. Video and Media Content**  
At the NFL my role included helping design many projects, the biggest of which was a product released during the 2015 season titled Spiral. I researched and conceived the initial product idea, co-led user research and social data analysis. We scoped the product with engineering teams and pitched to executive stakeholders. The product got a green-light and was launched in 2015.

Other digital projects I worked on include: a digital feature called Journeys, which our team won a Telly award. NFL Up, which has been nominated for a Webby and has won an Emmy. The Super Bowl bracket interactive that's been featured on SuperBowl.com and NFL.com as the official bracket for multiple years and counting. And a collaboration with NFL Films to ideate an upcoming series celebrating the NFL Films 50th year anniversary.

Nov  
2006  
to  
July  
2012

**Design, Client Services, and Project Management with tMOSS Studio**  
**Toni Moss, Principal**  
Toni and I began working together when I was a freelancer after my undergraduate studies. Young and eager to make digital products, I supported her in building client's websites and branding materials. Within a few months I was brought on as the first official hire in a tiny studio based out of a garage. In the many years that followed we grew a successful design firm with over a dozen local clients. We moved from our musty garage office into a beautiful office in downtown Tulsas' oldest art deco skyscraper. We kept the firm small, kept our eyes keen on doing great design, and delighted our clients with our services and engagements. I left in 2012 to pursue my masters in NYC— tMoss continues to serve many of the same happy clients with great design to this day.

## Undergraduate and Master Degrees



Masters in Interaction Design, The School of Visual Arts, 2014

Bachelors in Art and Technology, The School of the Art Institute of Chicago, 2005

## Favorite Projects

(more detail at [JenningsHanna.com](http://JenningsHanna.com))



### Cornell Cancer Center NYC

[www.meyercancer.weill.cornell.edu](http://www.meyercancer.weill.cornell.edu)

I led the User Experience and Information Architecture for a new facility in NYC. I facilitated design workshops with the directors to create an elegant and delightful experience that focuses on helping patients, students, and doctors navigate the extensive services and clinical trials they offer.

### Future Postcards

[www.futurepost.cards](http://www.futurepost.cards)

A project and side business for sending yourself customized postcards to the future. I've developed everything from concept and integrations to graphic design and front-end development. This project is a sandbox for me to play and learn through making. It's also a time machine of sorts, which is one of my dearest fascinations.

## Skills



### Interaction Design:

... I strongly believe in creating with users, not just for users.

### Storytelling:

... I've been professionally telling stories with media for over a decade.

### Design Research:

... I'm eager to learn more about users behavior and modeling them.

### Strategic Thinking:

... I've successfully focused on many large problems with high value stakeholders.

### Front-End Design:

... Nearly every project I've worked on I've contributed code to it's codebase.

### Business Acumen:

... I ran a small business and have 10+ years experience with dealing with clients.

## Noteworthy Accomplishments



Recipient, Telly Award for Online Video Presentation, Los Angeles, 2016  
Nominated, Webby Award, NFL Up, Los Angeles, 2016  
Recipient, Code for America Fellowship, San Francisco, 2015  
Participant, The Feast on Good Conference, New York City, 2014  
Participant, Google Design Jam, New York City, 2013  
Attended, An Event Apart Design Conference, Minneapolis, 2012  
Attended, Voices that Matter Web Design Conference, San Francisco, 2011  
Recipient, Featured in Communication Arts Illustration, Logos, Tulsa, 2008  
Recipient, The School of the Art Institute Leadership Council, Chicago, 2005  
Recipient, ifvchicago.com Best of the Best annual screening, Chicago 2004  
Recipient, Semans Art Grant for Screenwriting, North Carolina, 2003  
Recipient, MayFest Young Artist Award for Filmmaking, Oklahoma, 2001  
Recipient, Tulsa's Best Young Filmmaker Award, The Living Arts Council, Oklahoma, 2000  
Recipient, Best Picture, Oklahoma Summer Arts Institute, Oklahoma, 1999

## References



### Alex Wright

Director of Research , Etsy

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Thesis Advisor

### Carmen Dukes

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Professional Colleague

### Breeze Richardson

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Friend and Mentor