

Jennifer Bohmbach

www.jenniferbohmbach.com

421 Thomas Avenue South
Minneapolis, MN 55405
(612) 327-9564
jennifer.bohmbach@gmail.com

EXPERIENCE

AnswerLab, Minneapolis, MN/Remote — *Sr. User Experience Researcher*

JULY 2019 - PRESENT

Consultant designing and conducting strategic and tactical UX research in various industries including digital advertising, social media, publishing, organizational design, e-commerce, finance, healthcare, enterprise technology, and emerging technology.

Oracle, Minneapolis, MN/Remote — *Director of User Experience, Oracle.com*

NOVEMBER 2016 - MARCH 2019

In charge of User Experience, Research, and Design Operations for the Oracle.com global website, including management of team and vendors.

Cisco, Minneapolis, MN /Remote— *Marketing Manager, User Experience Architect*

APRIL 2015 - NOVEMBER 2016

Served as a senior leader driving enablement of global marketing teams at Cisco for web, mobile and social. I helped teams understand what is working and how to adjust tactics using analytics and user research.

Magnet 360, Minneapolis, MN — *Director of Customer Experience*

APRIL 2013 - APRIL 2015

Directed a team of strategists, researchers, and marketing consultants to inform and build websites, landing pages, email campaigns and social campaigns for clients.

Gumption.com, Minneapolis, MN — *Principal Consultant*

JANUARY 2009 - DECEMBER 2013

Worked with clients to develop digital marketing strategies, including social, websites, email and digital experiences. Conducted research for clients ranging from ethnographic to usability.

SKILLS

People Management & Mentorship

Project Management & Leadership

Program Management & Planning

Research

Information Architecture

Facilitation

PROJECT HIGHLIGHTS

Workflow Research for Google Ads team Year long engagement to conduct research with teams to provide insights to enable streamlined and effective UX process and workflow

Oracle.com Modernization User Experience lead to reinvent the Oracle.com design system

Cisco CX Booth A program to leverage customer time at events to conduct user research in real time, this was also something I led at Oracle

Honeywell Communication for Lyric Lead Researcher to develop strategies for customer communication post product purchase for the Lyric thermostat

HID Global Card Creation Software Lead Information Architect and Researcher for

Oracle, Minneapolis, MN/Remote — Sr. User Experience Architect

OCTOBER 2010 - APRIL 2013

Supported all of Oracle marketing User Experience needs for Oracle.com and brand websites. Led future vision for website design system, personalization and content management.

Eightshapes, Minneapolis, MN/Remote — Sr. Digital Strategist

OCTOBER 2008 - OCTOBER 2010

Developed digital strategies for clients including web, social, email and analytics. In this role I also mapped out design system strategies for several clients.

Eaton Golden, Minneapolis, MN — Director of Social Media and User Experience

OCTOBER 2007 - OCTOBER 2008

Drove client consultation in the emerging area of Social Media. I was a key player in bringing in our 10 person company to drive a social recipe website project for General Mills. (see Project Highlights)

Sun Microsystems, Minneapolis, MN/Remote — Sun.com Chief Information Architect

OCTOBER 2004 - OCTOBER 2007

Drove user experience for key areas of Sun.com including home page, launches, communities, brand campaigns, landing experiences and overall navigation.

J Walter Thompson, Minneapolis, MN — Experience Design Practice Director, Consultant

JANUARY 2001 - OCTOBER 2004

Started as a consultant and was promoted to billable manager in charge of the Experience Design practice in the Minneapolis office of a global advertising agency. Experience Design included both Information Architecture and Research practices.

techies.com, Minneapolis, MN — Manager Experience Design Team

SEPTEMBER 1998 - DECEMBER 2000

Joined as a web developer in September 1998. I proposed an Experience Design team with me as the leader and was promoted to lead the team including Information Architects, Researchers, Instructional Designers, and Visual Designers.

software/hardware solution to support creating security cards with HID card printers and encoders

Social Recipe Website for

General Mills Lead UX

Researcher and Social Strategist in driving initial creation of General Mills website for recipes:

<http://www.tablespoon.com/>

Westlaw.com Redesign

Lead Information Architect and UX Researcher for redesigning the westlaw.com website including several rounds of research

Marines Recruiting CD Lead UX

Researcher developed creative testing plan to understand effectiveness of CD to recruit Marines to the service

myuhc.com Lead Information Architect for reinvention of MyUhc.com

Sun.com Design System Co-led development of design system for Sun.com. In charge of all documentation of the design system and artifacts to use the system

EDUCATION

MN School of Computer

Imaging, Minneapolis, MN

Associate Certificate in Digital Media

SEPTEMBER 1996 - JUNE 1997

University of Minnesota,

Morris, MN

Double Major BA in Theater and English

SEPTEMBER 1988 - DECEMBER 1992