

Jennifer Cooper

UX Researcher and Designer

Contact

jennifercooper.design
hello@jennifercooper.design
+1 925 482 7312

**UX Manager and
Principle Designer**

*Oct 2018 - Present
Skylo Technologies, USA*

Staff UX Designer
*June 2018 - Oct 2018
GE Digital, USA*

Sr UX Designer
*2016-June 2018
GE Digital, USA*

Overview

I am a Principal User Experience Designer and Manager whose key interests lie in technically focused research and product development. I have 12+ years experience in research and design, and expertise in UX, Human Factors, and Systems Engineering. My work focuses on the intersection of humans and technology, developing futures based on current markets and constraints.

Design Process

I am highly experienced in design thinking and lean UX practices, and an avid practitioner of user-centered design research and the co-design process: bringing users, business leaders, engineers and designers together through facilitated workshops to discover the most valuable problems and deliver the best solution. I have experience and skills in the full spectrum of the design process: design strategy, field and lab research, user interviews, synthesis, ideation, sketch and wireframing, hi- & lo-fidelity prototyping, user testing and product development.

Professional Career

Manager of the UX team and responsible for oversight of all UX design aspects, including mobile and web applications, hardware, customer service and marketing.

As the first UX employee, I developed the initial service and product experiences across the business. I supported the company goals through research and development in 2018/19, to publication and commercialisation in 2020, and preparing for mass deployment (50K+ devices) in 2021.

Led design for OPM (Operations Performance Management) tools, facilitating alignment across GE, responsible for research and design strategy for several business units.

Led concept design and development for PaaS (Platform as a Service) and APM (Asset Performance Management) tools for businesses in the industrial internet space.

Jennifer Cooper

UX Researcher and Designer

UX Designer

2014-2016

GE Digital, USA

Led research, design and prototyping for future flight deck research programs, using emerging interface technologies and practices. Led customer engagements and design projects for prototype aviation enterprise products.

UX Designer

2012-2013

GE Aviation, USA

Applied UX Lean Design Processes to design operations and asset optimization tools for airlines, airports and OEMs. Drove the growth of GE Design by evangelizing design thinking techniques.

Systems Engineer

2009-2012

GE Aviation, UK

Research and development for the future of flight deck systems, emerging technologies and SPO (Single Pilot Operations). Symbology and use case specialist for onboard embedded Systems.

Systems Eng. Graduate

2007-2009

GE Aviation, UK

2-year graduate program designed to accelerate leadership growth. Specialized in onboard embedded military and civil flight deck systems.

Education

MEng Aerospace Engineering

Sheffield University, UK

Experiences and Achievements

Master of Ceremonies @ 'Primer' 2017 & 2018

Speaker @ SXSW Eco 2016: 'Alternative Futures that Matter'

Patents Pending and Awarded in Aviation and technology:

20180032073; 20170345318; 20170210484; 20130245860;
20160307100