Jenna Passmore

Design Lead & Manager

jennapassmore.com   jenna.passmore@gmail.com

I'm a product design leader who will do whatever it takes to make the world a more inclusive, efficient place.
I believe good design is a result of good conversations.

Experience

Design Lead & Manager, Trust & Safety @ Twitter
Jun 2021 - Current, NYC

I collaborate with product, engineering, research, content, policy and legal to tackle the gnarliest problems on the internet - misinformation, civic integrity, toxicity, abuse and spam. I'm a managing contributor on a team of 8 designers. I shape strategy, guide execution and develop the careers of senior designers, while also rolling up my sleeves and getting into the work. Check out our **reporting redesign**, **Twitter Circle**, and **Birdwatch**

Experience Design Director @ R/GA
Mar 2018 - Jun 2021, NYC

I was design lead working at the intersection of experience design, brand and culture. I also mentored junior designers. Our teams of product, visual & verbal designers, strategists and researchers delivered products and innovated new services for clients like: Verizon, Marvel, Mailchimp, AdventHealth, Instagram, Intel, Tiffany, La Mer, ESPN, Goldman Sachs.

Interaction Design Adjunct Instructor @ SVA
Sep 2019 - May 2021, NYC

I taught evening classes for third year interaction design. I created curriculum to introduce Human Centered Design principals to students while also preparing them for the job market.

Product Designer @ Canary
Sep 2016 - Feb 2018, NYC

I codified design process at this engineering-led company—from framing a problem and developing strategy, to user research and system design, through delivery and QA. I worked collaboratively with engineers, product managers and designers to turn our vision into simple, usable interfaces on iOS and Android apps, a web app, Canary's website and email.

UX/UI Designer in Residence @ DESIGNATION (now Flatiron School)
Jan 2016 - Sep 2016, Chicago

I used human-centered design thinking to solve problems in an agile work environment. I conducted user research and testing to inform design of wireframes and prototypes. I worked on mobile and web solutions for client projects, including the Health and Human Services Innovation Incubator for the state of Illinois.

Experience Designer @ Live Events Agencies
Jul 2014 - Mar 2016, Freeman | Aug 2012 - Jul 2014, Proscenium | Mar 2011-Aug 2012, TBA Global

I used my print, digital, and motion design skills to create immersive brand experiences for Fortune 500 companies. I considered every aspect of the attendee journey for events ranging from 2,000-14,000 attendees. Clients included: Boeing, Chipotle, Google, Heineken, Harley-Davidson, IBM, Mary Kay, TD Ameritrade, T-Mobile, Visa, Walmart, Qualcomm, State Farm

Skills

Design

Interaction design

Workshop facilitation

User research

Branding

Presentation design

Soft skills

Emotional intelligence

Adaptability

Critical thinking

Tools

Figma

Adobe CC

Miro

Education

General Assembly
Front End Web Development
Part-Time Class, 2014

Syracuse University
Newhouse School of Public Communications, 2010
GPA: 3.9 | Summa Cum Laude

Instituto Internacional en Madrid
Study abroad program, 2009

ASK ME ABOUT...national parks ◊ bikepacking ◊ working on a dude ranch in Wyoming ◊ playlist recommendations ◊ notebooks ◊ that time I was in a digital short with Justin Timberlake