Jayne Chartrand

Human Centered Designer

CONTACT

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EDUCATION

Maryland Institute College of Art

M.A., Social Design — *2016-2017*

Social Design Merit Scholarship

For outstanding qualifications in the fields of design, research and professional practice

Roberta Polevoy Scholarship

Awarded to meritorious students enrolled in MICA graduate programs

University of Maryland

B.F.A., Graphic Design — *2012-2016*

Creative & Performing Arts Scholar

Awarded full scholarship for four years on artistic & academic merit

B.A., History — *2012-2016*

Primannum Scholar

Alpha Lambda Delta & Phi Eta Sigma National Honor Societies

PROFESSIONAL EXPERIENCE

St. Francis Neighborhood Center

Human Centered Designer — *Spring 2019 to Present*

Utilize design thinking to support Center programs and development.

- Facilitate human centered design program planning retreats, utilizing design research methodologies for community needs assessments to identify service gaps and expansion opportunities.
- Provide UX/UI expertise for development of Lutece, a scalable open source platform being developed by JHU for nonprofits.
- Implement and expand branding and visual identity: create annual reports, brochures, presentations, flyers, newsletters, and mailings
- Develop marketing strategy and fundraising campaigns: design landing pages, social media ads, event materials and signage
- Mentor college and high-school social media interns in content creation, design, and digital asset management.
- Support tech equity and provide a safe learning environment for students and community members through IT support, job readiness and software trainings.

Holabird Sports

Senior Designer — *Fall 2017 to Summer 2019*

Developed a full rebranding for online retailer Holabird Sports, including UX and UI design for responsive, mobile-first website.

- Converted legacy ecommerce website for Shopify compatibility; designed site structure, hierarchy, interaction and custom CSS stylesheets to accommodate user needs across product categories.
- Created and wrote custom landing pages to showcase sport and brand collections, product launches, sales, and promotions.
- Developed marketing campaign strategies and supplementary design content for integrated and social media marketing, newsletters, and blog content.
- Facilitated collaboration between creative team, consultant marketing agency, and brand representatives.

Amatus Health Recovery Centers

User Interface Designer — *Summer 2018 to Winter 2018*

Designed responsive wordpress themes and websites for eight rehabilitation clinics under the management of Amatus Health. Each site highlights the features of the individual clinic and how it functions within the larger Amatus care network to get clients the care they need.

National Cancer Institute

Graphic Designer — *Summer 2016*

Developed script and graphics for "Did You Know: Brain and Other Nervous System Cancers" informational video alongside staff scientists. Designed graphics promoting SEER*Explorer interface showcasing cancer statistics for official NCI Cancer Stats social media.

ADDITIONAL DESIGN & RESEARCH EXPERIENCE

Health and Wellness Listening Campaign
Design Strategist — *Fall 2018*
Designed and conducted a preliminary listening campaign on the health and wellness needs of central west Baltimore residents with local nonprofit No Boundaries Coalition. Created visual representations of the findings to support advocacy work and inform the creation and redesign of community programming.

Techealth Civic Engagement Team, Baltimore City Health Department
Design Lead — *Fall 2016 & Spring 2017*
Streamlined Baltimore City Health Department outreach campaigns by designing an online civic engagement platform for public health ambassadors, event facilitation toolkits and supplementary outreach material.

Thesis: The Litter Problem, Maryland Institute College of Art
Human-Centered Design Project Lead — *Spring 2017*
Utilized human-centered design to investigate the correlation between physical disorder and the legacy of segregation in West Baltimore. Conducted design research and facilitated ideation with community members, in partnership with No Boundaries Coalition and Intersection of Change, culminating in a multi-tiered intervention plan to 'to confront waste management inequality across neighborhood boundaries.'

MICA Center for Social Design
Human-Centered Design Studio Member — *Fall 2016 & Spring 2017*
- **Johns Hopkins Center for Child and Community Health Research**
  Co-designed products and services to normalize and increase access to STI testing for Baltimore youth. Worked with Wide Angle Youth Media, Johns Hopkins and Baltimore City Health Department employees.
- **Armstrong Institute for Patient Safety and Quality**
  Conducted qualitative research on the patient safety band system at Johns Hopkins Hospital. Storyboarded intervention concepts and presented research shareback at Johns Hopkins Patient Safety Committee meeting.
- **Baltimore Bike Share**
  Conducted design research to evaluate Baltimore Bike Share's recent citywide installation of an electric bicycle system. Presented research to the lead coordinator and team at the Baltimore City Department of Transportation.
- **Clearly.Lab, Clearly and Verb**
  Facilitated workshop for global development leaders, vision care specialists and designers to generate solutions for affordable and accessible vision care.

Bmore than the Story, University of Maryland
Designer & Illustrator — *Fall 2015 & Spring 2016*
Award-winning exhibit on youth perspective of Baltimore Uprising and biased media coverage. Co-designed exhibit with students and faculty of Augusta Fells Savage Institute for Visual Arts and the Reginald F. Lewis Museum.

SKILLS

Strategy
Design Research
Literature Review
Outreach
Facilitation
Workshops
Event Planning
Social Media
User Testing

UXUI Design
Wireframing
Prototyping
SEO
– CSS & HTML5
– Invision
– Figma
– Sketch

Graphic Design
Branding
Layout
Logs & Icons
– Adobe CC
– Photoshop
– Illustrator
– InDesign
– Acrobat

Fine Arts
Illustration
Photography
Painting
Costuming
Sculpture
Silkscreen