






JENNA DATE

VP OF DESIGN

 412-414-3529
 jenna@jennadate.com
 www.jennadate.com
 South Burlington, Vermont
 linkedin.com/jennadate/in

PROFILE

20+ years leading teams to deliver human-centered product and service designs. Collaborative leader balancing business goals and relationships. Building and nurturing inclusive team culture. Regular speaker at customer experience design conferences.

- A proven track record leading teams to utilize best practices in process methodology
- A strong history of incorporating Design to uplift value, move organizations and smooth operations
- A unique ability to envision new futures for successful, usable and meaningful products and services in B2B and B2C environments

EDUCATION

Carnegie Mellon University
MS Computer Science,
Human-Computer Interaction

University of Arizona
BA Women's Studies + Literature

WORK EXPERIENCE

Founder + Design Strategist

Jenna Date Design, LLC

2009 - Present

- Partner to apply Human-Centered Design methodologies to create innovative products, teams, and culture.
- Design education workshops, team process, sustainable practices, co-design sessions, usability testing, product + service design, corporate cultural immersions, organizational communication plans.
- Lead high performing teams of designers to research, design and test products, services, and internal processes.
- Manage and advise groups of varying sizes through organizational change
- Recent clients include: Allscripts, Eaton Corp, Roche, UPMC, GE Healthcare, WRBerkley

VP, Chief Experience Officer

Allscripts | Altera Digital Health

2020 - 2022

- Sourced, hired and developed a high performing Design and Research team to envision and maintain digital interfaces across 5 product lines.
- Led teams to research, vision, design and develop 2 physician products for mobile and desktop with 87% SUS score. (healthcare industry avg. 50%)
- Performed onsite research with 5 hospitals discovering core needs and values of physicians and nurse teams
- Defined strategic direction for the Business Unit to market and develop new product line retaining and growing the customer base.
- Led strategic initiatives to shift internal organizational process. One example: Collaborated with implementation leadership to streamline a laborious 14 step software implementation process and consolidate to a seamless 4 steps.
- Led organization focus to uplift company to growth mindset, resulting in a 100% team retention rate through major buyout.

Director MHCI, Associate Teaching Professor + Adjunct Professor

Carnegie Mellon University

2008 - 2018

- Grew the MHCI program at CMU approx. 40% in first year and 10% in following years. Over 5 years, sold 65 Capstone projects to corporate sponsors totaling \$4.7 million.
- Revamped the Masters Program in Human-Computer Interaction Institute to operate on an end-to-end student and alumni service model.
- Served as Project Manager for more than 95 capstone teams, guided all teams to achieve positive corporate outcomes.
- Mentored 500+ students through Masters education and career futures.
- Facilitate small and large industry groups in workshop settings to achieve set goals for productive and innovative products and services.
- Designed and taught 4 courses per year: Interaction Design, Capstone Project Course, User-Centered Design and Evaluation and a series of student workshops for life transition, team process and sustainable practices.
- Created admission and communication guidelines for new program in Portugal.
- Constructed departmental guidelines for sexual harassment, plagiarism, and conflict of interest.

Design Director

Bossa Nova Robotics

2015 - 2016

- First Design hire, facilitated the set-up, hiring, and company culture transformation to include a HCD process for robot hardware/software.
- Led a team of designers and developers to create human-robot experiences for retail environments.
- Mentored design team, advised C-level, collaborated with engineering and production
- Performed rigorous usability and exploratory protocols for robot behavior. Testing interfaces and solutions in the field, resulting in fully functional hardware and software prototypes for auditory, visual and movement feedback. Clients included Walmart, Home Depot, Lowes and Tesco.

Co-Founder + Principal

Fit Associates, LLC

2005 - 2008

Led UX research and guided strategy for a myriad of products and services in various industries.
Clients included: Comcast, Microsoft, Nissan, Whirlpool, Philips

Lead UX Designer

MAYA VIZ/GD VIZ

2003 - 2006

Designed software components for a collaborative visual software for military readiness and top sight.

Lead Usability Engineer

Siemens Medical Solutions

2002 - 2003

Researched, designed and tested workflows for nurses and physicians for Soarian oncology product line.

Founder, Designer + Developer

DepoSolutions

1997 - 2002

Founded a B2B service business for the legal industry, designing and developing SQL databases for law firms in the City of Pittsburgh, Pennsylvania.

MIS + Paralegal

Goldberg, Persky, Jennings + White

Manager Information Systems + Staff Paralegal for large class action cases for groundwater contamination cases.

SKILLS

Leadership

- Innovative Initiatives + Strategy
- Product Management
- Leading Multi-disciplinary Teams
- Change Management + Organizational Behavior
- Executive Advisement, Facilitation + Team Collaboration
- Vendor + Client Relationships

Research + Design

- AI, Web, Mobile, Robotics, Services, Products + Experiences
- UI Design, UX Design, User Experience Design
- Usability Testing, Ethnographic Research, Quantitative Research, Survey creation and synthesis, Competitive Analysis and Innovative methodologies
- Figma, Canva, Adobe Suite, Microsoft

PUBLIC SPEAKING

- Champlain College. 2023, 2024
- HIMSS. 2020, 2021, 2022
- Beckers. 2021, 2022
- Tepper School of Business. 2018
- SP Jain. 2016-2018
- Roche Innovation. 2012-2017
- IXDA. 2007, 2008, 2015
- CIID, Copenhagen ID. 2011, 2015
- California Institute of the Arts. 2011
- Adobe MAX. 2009-2011

COMMUNITY

Leadership + Affiliations

- Member, The Pittsburgh Technology Council, 2006-2020
- Co-Founder, LCAN, Lawrenceville Clean Air Now, 2016-2020
- Member, Association of Computing Machinery, 2008-2018
- Board Member, The Forbes Fund, 2014 - 2016
- Board Member, IXDA, Local chapter, Pittsburgh, PA 2009 - 2012
- Co-Founder, eDG, eco-Designers Guild, 2008 - 2012