

## Tori Nourse

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### SKILLS

User/SME interviews  
Content audits  
Competitive analysis  
Heuristic analysis  
Affinity mapping and synthesis  
Personas  
User journeys  
Concepts and ideation  
Task flows  
Information architecture  
Wireframing  
Prototyping  
Usability testing  
A/B Testing  
Design thinking  
Data visualization  
Account management

### TOOLS

Figma  
Axure  
Sketch  
InVision  
Marvel  
Github  
Mixpanel  
Trello  
Confluence  
Jira  
Salesforce  
Google Analytics  
Google Suite  
Microsoft Office

### EDUCATION

**University of Kentucky** / 2010 - 2014  
Lexington, KY  
B.S. Integrated Strategic Communication  
Minor: Business

### COMMUNITY

**AIGA Member** / March 2019 - May 2019  
Participated in the 11-week spring 2019 mentorship program in the *Embracing the Open Ended Design Process* group.

**Team Brightside** / June 2017 - August 2018  
A 501(c)3 charitable organization that competes in the Chicago Triathlon and is on a mission to raise \$1,000,000 for cutting edge Pediatric Cancer research.

### PROFESSIONAL EXPERIENCE

**JPMorgan Chase** / Columbus, OH / January 2021 - Present  
A multinational investment bank and financial services holding company.

#### UX Designer

Working on an Agile team that supports 20+ core hosting and infrastructure products that are used by 60,000 technologists globally internally within JPMC.

- Enhance legacy products' usability and update look and feel to align with design system
- Create experience maps to identify friction points and recommend areas of improvement
- Conduct site audits to streamline content found on product pages
- Assist marketing team with educating product teams on UX value and impact

**ZS Associates** / Evanston, IL / June 2019 - January 2021

A global management consulting firm.

#### UX Designer - Software Development / May 2020 - January 2021

Worked on the incentive compensation area of a sales software product.

- Designed reporting experiences for admin, HQ, management, and sales rep user groups
- Collaborated with PM and development teams on design requirements and execution
- Assisted with documenting ZSUI design system component usage guidelines
- Created Figma organization structure that was adopted by 20+ team members

#### UX Designer - Consulting / June 2019 - May 2020

Collaborated with business analysts and clients on design, ideation, and research projects.

- Conducted workshops and interviews with clients and end users
- Designed dashboards and tools for sales and marketing teams to track performance
- Developed and expanded upon clients' existing design systems

**Designation** / Chicago, IL / September 2018 - March 2019

A 24-week UX/UI design program that immerses participants in user-centered design process through pro-bono client projects.

#### UX Designer

- Clients included Jugl and the Eric Carle Museum
- Completed heuristic analyses and content audits
- Conducted domain and competitive research
- Moderated user and SME interviews and analyzed key findings
- Ideated concepts and tested with users
- Created task flows to demonstrate integrations and how information was sourced
- Delivered clickable prototypes and annotated wireframes

**4C Insights** / Chicago, IL / March 2017 - December 2018

A data science and marketing technology company.

#### UX/UI Design Intern / October 2018 - December 2018

Worked with the UX and product teams to improve product design and functionality consistency.

- Organized site maps of the various product services to identify design discrepancies
- Mocked up redesigns to streamline information architecture across the platform
- Created interview scripts and spoke with clients to gather feedback for new and upcoming releases
- QA'd React component library design system elements to ensure they were built to spec

#### Client Engagement Manager / March 2017 - October 2018

Consulted with agency and brand teams on paid social media strategy and leveraging 4C products to amplify campaign performance and improve workflow efficiencies.

- Was responsible for client retention and expanding adoption for key accounts including Target, General Mills, Tyson, Dick's Sporting Goods, Kimberly Clark, and American Family Insurance accounting for over \$3M in revenue
- Collaborated with product, UX, and engineering teams to debug client issues and ideate new products
- Trained clients and conducted ongoing education sessions as new products rolled out