# JANE NEISWANDER

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## EXPERIENCE

**Bleacher Report**
Warner Bros. Discovery

### Lead Product Designer   December 2022 - Present

Leads the design of core and community features of the BR app, ensuring alignment to our strategy, adherence to our design standards, and applying creative solutions to meet user needs.

Partners with cross-functional teams, including engineering, product, programming, and research/analytics, on strategic planning initiatives from early stages to implementation.

Mentors junior designers and new team members by providing guidance and feedback on their design work, sharing best practices, and promoting a culture of collaboration and teamwork.

Proposed new creative solutions and opportunities for BR app redesign including applying new BR styles into a new design system and prototypes exploring overarching strategy and improved navigation.

### Senior Product Designer   June 2021 - December 2022

Led design for the onboarding and discovery product team by collaborating with product and engineering partners to ensure alignment on goals, approach, and execution.

Managed the design process for the onboarding and discovery pillar, from initial planning and research, to wireframing, visual design, and delivery. Successfully mapped end-to-end experiences to create a seamless user journey.

Developed strong visual design, prototyping, and motion design skills including proficiency in Adobe After Effects and Origami. These skills were used to create high-quality designs that were both user friendly, visually appealing, and delightful.

Launched Happening Now, a new feed of the latest news in sports and the New Onboarding Experience, a project focused on rethinking how we onboard fans to our app.

**March Madness Live**
Warner Bros. Discovery

### Senior UX Architect   2019 - 2021

Managed and coached a team of UX Designers providing feedback on their design work, onboarded them to our product process, and provided mentorship as issues arose.

Launched a full product redesign on 18 different platforms in one year. This included mobile apps, web, connected tv devices, voice and VR.

Led the UX design process for a variety of products, from project planning to development. Collaborated with cross-functional stakeholders to ensure that products were user-centered and met the business needs.

Developed an agile testing program in partnership with UX research where we doubled the amount of studies completed in a typical year. The findings of these studies were incorporated into the product development process, leading to improvements that were more user friendly and effective.

### UX Architect  2017 - 2019

Increased new brackets created for the year by redesigning the UX of the bracket challenge game on the mobile apps and web.

Developed strong relationships with product, design, research and engineering teams to improve the consistency and user experience of the Bracket Challenge game.

Conducted a month-long diary study to shadow and analyze feedback from March Madness fans. Developed personas and understanding of the fan base, which I helped incorporate into a presentation that secured the funding for a full app redesign.

**Maven Design**

### Junior Designer  2016 - 2017

Analyzed findings of ethnographic research to identify key user needs and pain points, which were used to develop new product ideas for large scale brands.

Developed visual storyboards and presentations to explore new product ideas and test concepts with clients and consumers.

## EDUCATION

**Georgia Institute of Technology**

### Bachelor of Science | Industrial Design

Graduated with Highest Honors

Awarded the Zell Miller Scholarship, a full-tuition scholarship for Georgia residents based on high school performance.

Certificate in Social + Personality Psychology

## SKILLS

User Experience Design (UX) | Figma | Product Design | Strategic Thinking | User Research | Wireframing | Prototyping | Storyboarding | Presentations | Visual Design | Design Thinking | Communication | User Flows | Information Architecture | Design Systems | Adobe Creative Suite | Interaction Design | Usability Testing | User Centered Design