

# PALE BLUE JEN

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## Summary

Seeking a **design leadership role** at an optimistic and cheerful, **socially and environmentally responsible** company or organization, with a **strong long-term vision and sense of values**, whose **users' success and happiness are directly linked to its subsistence**. Ideally, this organization consists of small, cross-functional, highly-autonomous teams of self-managed, chummy, curious achievers, who move swiftly to **gather and measure user feedback and behavior**, which they use to plan, build, and ship interesting and useful products and features.

## Work History

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| <b>Teachers Pay Teachers</b><br>Senior Designer<br>2018-2020  | I joined TpT to help invent a new subscription product for schools. In four months, our small cross-functional “product-market-fit” team built a functioning prototype that we sold to a beta group of 100 schools which strongly validated the demand, the starting price point, and the basic user requirements. I helped design and lead a process for company leadership to align on the major strategic parameters of the new product. Achieving this level of definition allowed me to act as the sole designer for two teams, build the new product from scratch, and launch it to a new set of beta users only six months later. |
| <b>Meetup</b><br>Design Director<br>2013-2016                 | Over 3 years I helped to build the design function, establish a design culture, and recruit new talent, growing the team to 9 designers. After building the case for it, I led the leadership team through a successful rebrand with Sagmeister & Walsh while at the same time leading us through a complete redesign of the iOS and Android apps. As a director, I coordinated between teams, organized offsites, participated in board meetings, contributed to the overall company strategy and decisions, and played a key role in establishing new company values.  |
| <b>TheLadders</b><br>Associate Creative Director<br>2011-2013 | I was the primary designer on a total reboot of the company's core product using (then) new technologies including responsive design, SASS, and an atomic design system. In addition to my core functions as design manager and product designer, I was a key participant in setting product strategy and prioritization, running user research and brainstorms, and contributing to front-end code and code reviews. I was on the agile process committee, and the company's culture council, and was nominated for a peer award.   |

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| <b>Interactive One</b>                      | As Art Director, I both designed and managed our large team of product designers, marketing designers, and copywriters. In 1.5 years we launched 50 unique radio station sites, redesigned 5 major content sites including Newsone.com and TheUrbanDaily.com, and built a mobile website and many other new features for BlackPlanet.com, all while regularly launching several custom ad campaigns per month. CEO Tom Newman said on my departure, "Your imprint is literally everywhere—from creating our mission to touching millions of consumers every day with your designs, product, and thoughtful creativity."   |
| <b>Atmosphere BBDO</b>                      | Instead of belonging to one account, I was a "fireman" and worked with whatever client had a crisis. I was counted on to fill in whatever was needed—ad concepts, illustration, site design, and flash animation—and usually at speed. It allowed me to work on many exciting projects for mega-brands such as Pepsi, Monster, Hyatt, Visa, Citibank, and Conservation International.   |
| <b>Behavior Design</b>                      | In the earliest years of the agency, I worked beside the now-famous co-founders to build flashy, cutting-edge, immersive, rich media experiences for superstar clients like HBO and P. Diddy's "Vote or Die."   |
| <b>Independent Work &amp; Side Projects</b> | <p>In the first half of my career I did a lot of contract work and even ran my own small shop for a while. Working with interesting clients like The New York Times, Icon Nicholson, and Heavy allowed me to hone my business practicality and presentation skills, travel, and even live in Berlin for a year.</p> <p>I also strongly believe in the value side projects. In 2012 I was selected to participate in the StartupBus, a crazy competition where strangers pitch ideas, then form teams to build a startup in 3 days on a bus ride to SXSW. I've also designed for many conferences and events including Hackers on Planet Earth, Chaos Computer Congress, and Hackers on a Plane.</p> |

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## Skills

- **Visual Design** - since 2000
- **Branding** - since 2000
- **Product & UX Design** - since 2007
- **Design Management** - since 2008
- **User Research** - since 2011
- **Design Systems** - since 2012

## Education

- I attended the University of Colorado for a year before moving to NYC to design webs full-time.
- I take staying educated about design and the web seriously and regularly attend meetups, hackathons, and conferences to learn new skills and stay relevant.