

# Jazmine Kohl

## Design Manager

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### EXPERIENCE

#### Collective Health. August 2015 - Present

##### Design Manager & Interim Product Manager

- + Manage a team of designers by supporting their career and skill development and day-to-day project management
- + Lead overall product design strategy of platform experience
- + Serve as Product Manager for Benefit Management product area
- + Responsible for hiring and growing the design team
- + Cultivate strong design team culture by developing practices and processes

##### Lead Product Designer

- + Led strategy and execution of product experiences for our platform team
- + Responsible for planning and execution of end-to-end design process
- + Mentored and provided design direction for a team of designers
- + Influenced product direction through collaboration with stakeholders across multiple offices: product, engineering, customer experience, and operations

##### Senior Product Designer

- + Crafted experiences for B2B and B2C products
- + Designed and prototyped iOS/Android, mobile, and web experiences
- + Executed qualitative and usability research studies

#### ROI DNA. August 2011 - August 2015

##### Associate Art Director

- + Consulted with clients to understand project needs
- + Presented and delivered design concepts to clients
- + Interaction and visual design for web and mobile experiences
- + Creative direction and execution of digital marketing campaigns

##### Senior Visual Designer

- + Designed UI/UX flows and web experiences
- + Defined information architecture for marketing websites
- + Crafted multiple complete brand and identity design systems

### EDUCATION

#### Cal Poly. 2007 - 2011

I earned a B.F.A. in Art & Design with a concentration in Graphic Design and a minor in Environmental Studies.

While earning my degree, I worked and interned as a graphic designer.

### OFFICE SKILLS

- + Product strategy
- + Design leadership & mentorship
- + Enterprise product design
- + Consumer product design
- + Prototyping
- + User research
- + Workshop facilitation
- + Service & workflow design
- + Visual & interaction design

### LIFE SKILLS

- + Petting dogs
- + Climbing
- + Baking cookies
- + Skiing
- + Adventure photography
- + Canyoneering
- + Cycling