

Jane Slaughter

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EXPERIENCE

Designer, Scout Studio

Jan – April 2020 | Boston, MA

Worked with a small team of designers and developers within Northeastern's student-led design studio. Created the brand identity, logo, and marketing website for SmartyPill, a smart pill dispenser.

Product Design Co-op, Rue Gilt Groupe

July – Dec 2019 | Boston, MA

Led the redesign of StoreManager, a key internal tool, which halved instances of inaccurate product data - from 4% to 2% - on Ruelala.com and Gilt.com. Designed and conducted several user research and testing sessions with employees and customers. Collaborated with product managers, designers, and developers to define and execute project goals using Agile.

Communications Intern, Turo

Jan – June 2018 | San Francisco, CA

Designed submissions for corporate awards and speaking. Managed all inbound local media requests, broadcast and print. Pitched and secured stories in top technology and auto publications. Secured opportunities include the American Business Awards, AdAge 40Under40, L.A. Auto Show, and Collision Conference.

Marketing Design Associate, Wayfair

Jan – June 2017 | Boston, MA

Managed monthly email calendars for Wayfair's lifestyle brands. Collaborated with creative and copy teams to design daily email content. Analyzed and reported on email campaign data from extensive A/B testing.

Project Management Intern, AkinsParker Creative

May – Aug 2016 | Santa Ana, CA

Handled advertising for accounts including Toyota Racing and Preferred Hotel Group. Updated production schedule, created status sheets for clients, and designed materials used in the accessory sales guide brochures for the 2017 Toyota Tundra and 2017 Toyota Tacoma.

EDUCATION

Northeastern University

Boston, MA | May 2020

B.S. Design and Business

GPA: 3.55

SKILLS

Usability Testing (in-person & remote)
User Interviews
Persona Development
Prototyping
Visual Design
Copywriting, Content Writing

Tools

Sketch, Figma, Axure, Adobe XD
Adobe Illustrator, InDesign, Photoshop
InVision, Principle
HTML, CSS

RELEVANT CLASSES

Interaction Design: Responsive & Mobile,
Typography I & II, Information Design
Marketing Research, Consumer Behavior

ACTIVITIES

Social Media Director & Athlete,
Northeastern Climbing Team

Marketing Member & Designer,
Tastemakers Music Magazine