

JENNIFER SILVERNIGHT (LASH)

Portfolio: [www.jenlash.com](http://www.jenlash.com)

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[www.linkedin.com/in/jensilvernight](http://www.linkedin.com/in/jensilvernight)

Experience Design Leader and Product Management professional specializing in AI-enhanced user and business research. Leverages deep domain expertise to guide what matters most in discovery, using AI tools to accelerate audits, uncover richer insights, and design more precise solutions at speed. Proven ability to align user needs with business objectives, define product strategy, and lead cross-functional teams to deliver high-impact digital experiences. Experience includes global enterprise clients such as Merck, Novartis, and Barclays Card, alongside academic leadership and curriculum design at the university level.

## **PROFESSIONAL EXPERIENCE**

UX PRODUCT MANAGEMENT CONSULTANT — Scottsdale, AZ

Freelance User Experience & Product Consultancy | June 2020 – Present

- Partner with clients to redesign end-to-end digital ecosystems, solving user and business challenges through intuitive interfaces and scalable backend systems
- Utilize AI tools to enhance user and business audits, accelerating insight generation while improving accuracy and depth of analysis
- Design interconnected tool ecosystems to streamline workflows and increase operational efficiency
- Define product roadmaps, prioritize features, and align stakeholders around strategic goals and delivery timelines

Selected Clients: OEM Agency, Rauxa, Blue Cross of California, Gorton Studios

## **UNIVERSITY LECTURER & MODULE LEADER**

Solent University | Sept 2022 – Sept 2024

- Module leader and lecturer for a Bachelor's program serving 90+ students
- Designed curriculum focused on problem-solving, execution, and professional readiness
- Mentored students on research rigor and delivery excellence
- Managed vendor contracts, procurement, budgets, and timelines

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#### DIRECTOR OF USER EXPERIENCE

Juice Pharma Worldwide — New York, NY | Feb 2017 – June 2020

- Led bi-coastal UX teams across NY and SF
- Integrated product management and research-driven practices
- Facilitated stakeholder workshops and strategic roadmapping
- Oversaw delivery of enterprise-scale UX initiatives

Clients: Merck, Novartis, Pfizer, Aventis Pharma, Alkermes

#### LEAD USER EXPERIENCE ARCHITECT

J. Walter Thompson — New York, NY | May 2015 – Aug 2016

- Developed product strategies aligned to research and business goals
- Led cross-disciplinary teams delivering award-winning work

Awards: Cannes Lions 2016, Webby Awards

Clients included: Tribeca Film Festival, Macy's, Johnson & Johnson, Wild Turkey, T. Rowe Price, Northwell, Listerine, and more.

#### USER EXPERIENCE PRODUCT LEAD — Freelance | March 2010 – May 2015

- Led discovery and UX strategy for global brands
- Delivered end-to-end product documentation

Clients included: Atmosphere Proximity, BBDO, Sapient Nitro, Fox Mobile, 360i, BarnesandNoble.com, EMC, DirecTV, Juice Pharma, and Ogilvy.

#### Other Senior Roles:

Senior UX Designer — Redcats USA

Senior Product Designer — AKQA

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## **TOOLS**

Figma, Proto.io, , Adobe Creative Suite (Photoshop, Illustrator), ChatGPT, Gemini, Dovetail, Miro, Jira, Google Analytics, Hotjar and other remote user testing and validation tools, Canvas, Monday.com, Confluence

## **EDUCATION**

A.A. Computer Programming — Raritan Valley Community College

M.A. Special Effects Prosthetics — Falmouth University