

Jenna Petersen

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INTERNET jennapetersen.info REAL LIFE Based in Washington, DC

I'm a design strategist who likes to think expansively but act pragmatically. I combine systems thinking with people and quantitative and qualitative design approaches to address the most complex issues of today. I bring empathetic leadership skills to serve high performing creative and analytic teams, and I am a trusted partner for business and design senior clients and executives.

Education

Institute of Design, Illinois Institute of Technology,
Chicago IL.

Master of Design Methods 2018

University of Illinois at Urbana-Champaign.

Bachelor of Science, Advertising 2005

Awards

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| 2023 | Service to the Citizen Award for HUD Disaster Recovery CX |
| 2018 | Booz Allen Excellence Award for VA Veterans Experience Office |
| 2011 | Gold Effie (for advertising effectiveness) for Johnie Walker Holiday Campaign |

Work Experience

Booz Allen, Washington DC. Senior Associate Design Strategist. 2018-present

Design and business lead for customer experience (CX) and digital product strategy to grow federal agency ability to better serve their publics and partners

- Product design lead for Chief Technology Office genAI products including UX research, requirements gathering, rapid prototyping and testing, and piloting
- Business and design lead for Booz Allen's work at US Department of Housing and Urban Development (**HUD**)
 - Led CX work at HUD to create a more customer-centered organization including design research, UX, service design, Voice of the Customer (VoC), capacity building, communications, and organizational strategy. Won additional business and received highest quality ratings for 4 years
 - Managed billings and consistently exceeded profitability targets. Managed staffing, contracting, and compliance with federal regulations
- Design leader for Department of Veterans Affairs (**VA**) Veterans Experience Office (VEO) managing and implementing research, design, and VoC across healthcare, finance, other benefits, and appeals. Managed a team of 24 designers.
- Product strategy and portfolio design for Treasury's **Bureau of Fiscal Service** (BFS) using workshops and business design with senior leaders at BFS and the Federal Reserve Bank to co-create a 3-year product strategy for Data Transparency Act-mandated digital products like USAspending.gov and coaching executives on how to organize and implement it
- Member of internal DEI Council. Planned and implemented a training pilot to coach leaders to concretely increase equity and inclusion on their teams

Carat Global, London UK. Strategy Director, 2014-2016

*Leader on Carat's largest account, **Kellogg's** Europe & Middle East, overseeing integrated creative, media, and digital strategy*

- Led new business strategies resulting in over \$185M client billings
- Created European strategy for Special K global rebrand
- Introduced data-fueled promotion strategy in 28 countries, providing business insights in hours, not months. Resulted in the largest and most successful sales promotion and Kellogg's history and my approach used on all subsequent promotions.

Carat New York. Associate Director Communications Planning, 2010-2014

*Leader for the Diageo account responsible for communications strategy, customer insights, client management, and measurement for its largest whiskey, tequila, vodka, and liqueurs brands like **Johnnie Walker, Smirnoff, Crown Royal, Ketel One, Bulleit, and Jose Cuervo***

- Champion for quantitative consumer data such as a consumer mindset segmentation which became the foundation for all portfolio management, innovation, and marketing
- Co-authored a white paper on effects of the 2008 Recession and opportunities for luxury spirits category

OMD, New York. Strategy Supervisor. 2005-2010

*Responsible for planning, negotiating, and buying advertising media for **PepsiCo, GE, Absolut Spirits, Bayer Diabetes Care, and NIVEA***