

Jaclyn Dab

Creative Design Thinker and MBA Candidate who is passionate about leveraging the intersection of business, technology, and design to drive value creating strategy and innovation.

EXPERIENCE

Autodesk, San Francisco, CA

Trial Gamification Marketing MBA Intern - Digital & eCommerce (DEC)

June 2017 – December 2017

- Developed and executed marketing strategies that incorporate game-based marketing (gamification) tactics to increase the conversion rate of trial users to paid subscribers for two products
- Planned, mapped, supported, and sourced trial marketing content, wireframes, badge reward systems, email campaigns, personas, and overall flow ensuring cohesion, usability, and effectiveness in strengthening trial user engagement
- Outlined data collection objectives and methodologies to enhance customer insight and analytics and to expand opportunities to serve up personalized content to trial users
- Cross-team coordination with UX teams through Web Publishing to identify existing customer insights and strategize ideal technology to execute projects
- Crafted the digital customer experience for trial users of AutoCAD, a product trial with 500,000+ global downloads a year and created an interactive microsite experience for Revit trial users, a product with 3,000 downloads per month
- Conducted an audit of 10+ product trials to outline strategies to strengthen product identities and brand images

8works Consulting Ltd, San Jose, CA

Knowledge Worker • Independent Contractor

February 2017 - Present

- Support the scoping, designing, and facilitation of Design Thinking consulting sessions for teams of 25 in the Hive, Adobe's innovation lab
- Capture process and information from Consulting sessions and create business strategy reports for client teams

FME Architecture + Design, San Francisco, CA

Project Lead • Designer

March 2015 - October 2016

- Led 50+ meetings with stakeholders to document and prioritize key criteria for user experience and design
- Conducted user research studies to identify target markets for clients' properties and inform the marketing strategy
- Co-founded the social media committee and led the LinkedIn channel, increasing the firm's followers by 150%
- Wrote proposals and negotiated fees to secure contracts for projects with budgets over \$100k

Steinberg Architects, San Francisco, CA

Project Lead • Designer

November 2012 - March 2015

- Crafted impactful narratives and visuals that cut city planners' approval time by 50% for 230+ unit developments
- Managed teams of 7+ and projects, ensuring completion of deliverables on schedule for projects with budgets over \$50M
- Collaborated with teams throughout project lifecycles to verify that team goals were aligned and information was consistent, resulting in thoughtful design solutions and minimal conflicts

Christiani Johnson Architects, San Francisco, CA

Project Lead • Designer

February 2012 - November 2012

- Performed quantitative and qualitative materials research and consulted with representatives on pricing; applied findings to final design and specifications, ensuring optimal use of client resources
- Supervised and documented key construction milestones through site visits to confirm that construction was on target, reducing costs downstream

Dahlin Group, Pleasanton, CA

Project Designer

July 2007 - February 2012

- Researched project sites and regulations, tying designs to a broader context and maximizing client benefits
- Designed 25 affordable homes and modeled design concepts in 3D with moving components to verify that the design was successful at incorporating architectural elements that reduced energy costs for stakeholders
- Developed and implemented design strategies for 20+ projects

EDUCATION

California College of the Arts, San Francisco, CA — 2018

M.B.A., Design Strategy (GPA 4.09)

- Co-founder of DMBA Women in Leadership; Chair of the DMBA Alumni Committee
- Previously: Co-Chair of the DMBA Social Media Committee; Business Development for Impact Collaborative
- Toyota and Net Impact's Next Generation Mobility Challenge (Design Sprint) Wild Card Round 1 Winner

University of California, Berkeley, Berkeley, CA — 2007

B.A., Architecture; Minor, City & Regional Planning (GPA 3.7)

- Graduated with High Honors; University Honors and California Alumni Association Leadership Scholarship awarded every semester; Vice President of American Institute of Architecture Students

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QUALIFICATIONS

Passionate about generating meaningful solutions with strong narratives

Ever-curious problem-solver

Collaboratively leads teams

Adaptable

Excellent organization and communication skills

Adept at needfinding and ideation

SPECIALTIES

Design Strategy
Design Thinking Facilitation
Product Innovation
UX Design and Research
Brand Strategy
Value Proposition Analysis
Business Model Ideation
Competitive Analysis
Execution
Project Management
Client Management
Social Media: LinkedIn, Instagram, & Facebook
Autodesk AutoCAD (18 yrs)
Autodesk Revit (6 yrs)
Adobe Creative Suite (18 yrs)

CERTIFICATIONS

LEED AP BD+C
Leadership in Energy and Environmental Design
Accredited Professional
specialized in Building, Design, & Construction

INTERESTS

Photography
Coffee
People
Design
Technology
Travel
Cycling

LANGUAGES

English
(Professional working proficiency)
Spanish & Italian
(Elementary conversational proficiency)