Jenni Light

Atlanta, GA | T: 912.661.2425 | E: jenniloren@gmail.com | www.jennilight.com

Principal Design Researcher | Research Practice Builder | Human-Centered Strategist

Creative research leader with 15+ years transforming complex human truths into products and experiences people actually love. I build research practices from scratch, mentor emerging designers, and translate insights into strategies that move the needle—whether that's reshaping government services for millions of US citizens or designing the next generation of kids' digital experiences.

I make the invisible visible: I turn behavioral patterns into frameworks, ethnographic findings into prototypes, and abstract concepts into compelling narratives that get teams aligned and excited.

A great product or service is nothing without people who love it.

Core Capabilities

Research Leadership & People Management • Strategic Insight Translation • Human-Centered AI & Ethics • Ethnography & Behavioral Research • Cross-Functional Influence • Scalable Frameworks & Systems

Awards Won

- Passionate Service - VA - Office of Veterans Experience
- Best Pro-Social Campaign - Cartoon Network for Stop Bullying, Speak Up

Patents Pending

- Right Dose Packaging
- Growphies Learning Kits
- Starling

Professional Experience

Founder and Principal Research

Tenderpaw Studios *I Feb 2026*

- Human-Centered Design Research
- Service Design
- Systems Mapping & Visualizations
- Strategic Consulting
- AI /Data Synthesis
- Storytelling

Senior Design Strategist

LINK *I March 2026 - Present (secret level security clearance, limited info available)*

- Produced quick turn around wireframes for multiple naval communication products across agencies
- Creating brand strategies across new products including thesis, vision and mission statements for new products the supported in creating a full brand guide including all visuals, tone and application
- Joined Design Strategists EDU and helped our 30 person team identify gaps in communication and collaboration to deliver a clearer strategy around setting expectations and team preparedness in unsteady times to leadership

Lead Design Strategist

Booz Allen Hamilton *| Sept 2022 – May 2025 (mid level security clearance, PII restricted)*

- Led 5 large scale user experience research initiatives across VA, USDA, CDC—delivered 1 working USDA prototype and 5 service solutions improving Veteran and USDA digital user experiences
- Built and facilitated cross team research trainings and educated teams in diversity, equity and inclusion for people leaders, understanding vulnerable populations through data and trauma-informed methods for research subjects with specialized needs.
- Took decks from across the organization and tightened, cleaned them up and redesigned them for impact

Lead UX Research & Design Strategy

Mural *| Feb 2021 – July 2022*

- Built research function from scratch—established passive/active data collection infrastructure and insight-sharing practices
- Led discovery, usability testing, and segmentation studies shaping product roadmap for educators and enterprise users
- Co-led all brand research, workshop facilitation and design recommendations for Mural Brand IP relaunch

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Professional Experience Continued

Senior Experience Researcher & Design Strategist

Cartoon Network | *Dec 2015 – Nov 2021*

- Established ethnographic research practice for #1 kids' network—pioneered responsible AI methods for voice-first products
- Led strategy contributing to digital dominance (#1 VOD, massive mobile growth); partnered with MIT/AWS on STEM initiatives
- Co-Created Powerpuff Girls internship, mentoring young women while researching Gen Z media engagement and consumption patterns

Professor of Design, Research, UX & Business Innovation

Savannah College of Art and Design | *August 2015 – Present*

- Mentored 300+ students across 25+ under graduate and graduate courses over 10 years—teaching design thinking, UX , business innovation and leadership through curriculum creation, classroom management and tech forward training modules
- Developed curriculum bridging research methods, strategic frameworks, and real-world client work
- Guided many students to create products and services they've launched in the real world.

Additional Experience & Tools

- **Research roles** at Thrive, Artefact, frog, and independent work with Fisher-Price, Martha Stewart Kids, and BBC Planet Earth
- **Tools:** Figma, Mural, Miro, Lucid, Adobe Creative Suite, G suite, MSFT suite, GenAI (agent/prompting/vibe coding/workflow design). Including Claude, ChatGPT, Gemini, Perplexity, Lovable and Notebook LM

Savannah College of Art and Design | MFA Design Management + Strategy | BFA Industrial Design