



Jenn Bauer

Product Designer



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Profile

Hello, I'm a Product Design with a background in Graphic Design and Multimedia. My extensive experience in design has helped me to develop a strong detail orientated foundation. With over a decade in the design industry, communication and problem solving has become second nature. I found my true skill in building products using a human-centered, data-informed approach to empower my designs.



Skills

Research Experience

User research and strategy, usability testing, evaluation, empathy maps, Interviews, journey maps, persona hypothesis, card sorting

Design

Sketching, wireframing, prototyping, interaction design, UI design, mobile design, web design, accessible design, service design, software interface, visual design

Software

Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Design, Invision, Optimal Sort, Asana, Google Analysis, Jira, Basecamp, Microsoft Office, Confluence, Mid Journey



Education

UX Design Certification

Springboard Bootcamp | Remote

Associate in Graphic Design & Multimedia

Westwood College of Technology | CO

Continued Certifications in

UX/Product Design

UXCEL and BYOL



Work Experience

User Experience Designer (Mid) | (Hybrid) November 2023 - Present

Boeing/Jeppesen/Foreflight | Aviation

- Collaborated with multiple agile cross-functional global teams to create intuitive and user-centered software interfaces for multiple aerospace products using detailed data input.
- Applied user-centered design principles to identify design needs, craft design solutions and deliver high-quality designs.
- Gathered and formation of insights for user research, competitive research, usability testing, industry-standard patterns,
- Utilized Figma and FigJam to develop sketches, wireframes, and prototypes, resulting in a 60% improvement in user engagement.
- Leveraged knowledge of user behavior to design experiences that effectively meet user needs and expectations.

UX / UI Designer | (Remote) November 2022 - July 2023

Express Scripts/Cigna | Health Care

- Executed innovative design outputs for web-based platforms through an agile structured environment.
- Conducted user research, usability tests, design thinking sessions, and competitive research in collaboration with product managers and the development team.
- Transferred designs to a smaller team in a variety of formats, including presentations, wireframes, mock-ups, and practical demos.
- Leverage expertise in interaction visual, and content design to work mostly on a self-directed basis to develop end-to-end experiences and work documentation. Analyze customer reviews and product data to evaluate user experience artifacts.

Product Designer (Internship) | (Remote) June 2022 - August 2022

WANDR | Design Services

- Managed design solutions by emphasizing factors, such as demographic and usage information, research findings, and inputs affecting user goals.
- Identified customer problems by conducting research, user interviews, and usability testing.
- Created high-level, meticulous storyboards, mock-ups, and prototypes, conveying interaction and design concepts using Figma.
- Delivered design work for assessment and feedback to numerous teams and senior leadership within a 3-month timeframe.

Freelance Designer | (Remote) 2022 - Project to Project

Roamly/Outdoorsy | Start-up RV Insurance

- Enhanced the effectiveness of the email campaign by improving key art design, resulting in a 55% rise in customer return rates, while maintaining adherence to project scope, timeline, and budget limitations.

Freelance Designer | (Remote) 2022 - 2023

Roadtripper/Roadpass | Start-up RV Insurance

- Utilized AI software (Mid-journey) to develop and implement fresh branding styles for emails, social media ads, digital promotions, and more. This strategic effort focused on boosting brand visibility and engagement. Effectively presented design concepts within the specified scope and timeframe for approval, showcasing strong project management and communication skills with stakeholders.

Freelance Digital Designer | (Remote Seasonal) 2021-2023

Vail Resorts | Travel Arrangements

- Interacted directly with creative directors and client reps to maintain a consistent and client-centered approach to visual solutions. Established several initiatives at once.
- Led brand and style guidelines, such as providing creative visual solutions aided in achieving bigger campaign objectives.
- Introduced new templates to serve 70% of mobile users.

Additional Experience

Camping World, Marketing Graphic Designer | 2019 - 2022

Society for Mining, Metallurgy & Exploration, Lead Designer | 2014 - 2016

ESPI Clothing, Freelance Designer | 2012 - 2019

Sports Authority, Lead Graphic Designer | 2012 - 2014

Kroger/King Soopers, Senior Designer | 1998 - 2012

Fun Fact about me . . .

Took some time to learn a skilled trade in the auto industry as a body tech for 4 years.