

jenn whiting

Product Designer

SKILLS

UX Design | Design Systems | Data Visualization | User Research | Prototyping | Web Accessibility | Front-End Dev | Art Direction | Brand Strategy & Identity | Project Management

TOOLS

Figma | AdobeXD | UserTesting.com | Jira | Confluence | HTML and CSS | CMS | Adobe Creative Suite

EXPERIENCE

UX Designer, DreamBox Learning

April 2021 – Present

Lead design efforts on the data dashboard for DreamBox's math product, producing reports and experiences that support our educator users in their desire for valuable insights and actionable data.

- Drive early research and design efforts of the integration of two data dashboards into one cohesive user experience.
- Develop and grow a digital design system to establish scalable solutions and patterns for a growing and evolving edtech product experience.
- Partner closely with researchers, engineers, product managers, and scrum masters in fast-paced, agile workflows that drive positive, impactful experiences for end users.
- Champion for accessibility in all digital touchpoints.

Learning Experience Designer (Volunteer), Rumie

October 2020 – April 2021

Developed micro-learning experiences as accessible, interactive, and easy as social media.

- Researched, designed, and wrote educational “bytes” aimed towards a young adult audience, with a focus on transferable life and career skills.
- Collaborated on a web accessibility initiative to improve the Rumie learning experience.

Interaction Designer, REI Co-op

August 2016 – April 2020

Designed pages for REI's Expert Advice learning website, driving the design from early-stage concepts all the way through final delivery and publication. Applied digital and visual design skills to bring innovative changes to how Expert Advice learning experiences were delivered:

- Supported all aspects of the digital experience by establishing standards for styles and interactions, creating prototypes, producing web layouts and templates, art direction, and editing of photos and videos.
- Collaborated cross-functionally to develop new technological approaches to the web experience.
- Provided front-end dev support and published content using multiple dashboards and web technologies.

Freelance Digital Designer, JNW Creative

September 2014 – Present

Design and development of websites and branding solutions for small businesses and organizations.

- Conduct market and user research; develop site maps, task flows, wireframes, and UI style guides; build sites using CMS platforms; and improve sites with custom code.
- Run brand discovery workshops with clients; create full logo suites, brand guidelines, and other business collateral.

EDUCATION

Web Accessibility Management

Deque University, in progress

UX and Visual Design

Seattle Central Creative Academy

Civil & Environmental Engineering

University of South Florida