

Jennifer Sanders

PROFESSIONAL SUMMARY

- Dynamic UX Designer offering 7 years of experience working as a Multimedia Designer specializing in web design, software design and content generation.
- Hands on experience utilizing Adobe CC Suite for creating graphics, print ads, web ads, and wireframes.
- Skilled in building mockups and prototypes of mobile websites, UI, features, and improvements as a result of user feedback.
- Hands on experience utilizing UI design to create layouts and product mockups for clients primarily using Figma but experienced with Sketch and XD.
- Experience conducting UX research with employees and anonymous personal using remote and in-person research and interview techniques.
- Ability to create prototypes and mockups of UI designs based on improvements from research or suggestions made by the clients and stakeholders.
- Communicates effectively with internal and external clients daily to ensure they are involved in the product design process while goals and visions are being met.

PORTFOLIO

<https://himynameisjen.com/>

TECHNICAL EXPERIENCE

Adobe CC Suite

Figma

Color Balance

Usability Heuristics

MS Office Suite

Email Design

UX/UI Design

Logo Design

Content Management

Typography

HTML

CSS

SaaS

Mockup & Prototyping

Web & Mobile App Design

Brand Awareness

PROFESSIONAL SUMMARY

The Aspire Software Company, St. Louis, MO

July 2019 – Present

Lead UI/UX Designer

- Oversaw, collaborated and completed several large-scale projects including building a new design system, a rebrand, a complete UI redesign on or ahead of schedule.
- Acted as the lead, UX designer, and product owner of a successful UI refresh project spanning the course of nearly 2 years which lead to an increase in lead generation and an increase in conversion rates
- Spearhead all design elements, templates and brand consistency within the Aspire product
- Created a design system that supported a new UI refresh and unified the design process across the Aspires product team

- Collaborate and host cross-team workshops that generate new UI and UX improvement ideas/feedback to the product using a user-centered approach
- Produce functional prototypes for user-testing and design validation prior and during the development process.
- Conduct quantitative and qualitative research during the entire design-thinking cycle
- Presentations to leadership, teams and customers
- Heavily involved in the development planning processes using Jira and Agile methodologies
- Participate with external resources when needed to complete projects like the UI refresh and brand guidelines
- Leading design efforts on mobile applications that support the Aspire main product

Coastal Business Supplies, St. Louis, MO

December 2016 – July 2019

Web Content/Product Manager

- Oversaw website content for coastalbusiness.com – an eCommerce company using the Magento 2 CMS platform.
- Able to build out mood boards before beginning the process of building out wire frames and page layouts.
- Designed prototypes to gain client feedback before creating the full site.
- Conducted UX research with employees and anonymous personal using remote and in-person research and interview techniques
- Built mockups and prototypes of mobile websites, UI, features, and improvements as a result of user feedback.
- Created and design graphics, page layouts and product displays featured in our catalogs and website with Adobe CC Suite or user interface design.
- Designed full mockups with UI and UX for software and mobile apps utilizing Adobe XD.
- Lead website migration to maximize website user interface.
- Heavy hands on experience utilizing Adobe CC Suite.
- Utilized Illustrator for graphics, print ads, web ads and wireframes too Photoshop for mockups and product photo editing, InDesign for print products, and lastly Dreamweaver for anything coding related or web design.
- Mainly utilized Adobe XD as a prototyping and sketch tool
- Headed all email marketing design and deployments utilizing Mailchimp
- Served as lead project manager and ran the launch of the website redesign – coordinating all content, design and layout and implementing new brand standards guidelines.
- Developed strategies for new product onboarding using a UX mindset – choosing and designing a more visually appealing product catalog.
- Lead a small catalog team to manage a product offering of over 5,000 products.
- Created visual graphics for email marketing, print ads, trade show visuals, website content, blogs and all online marketing efforts.
- Created product mockups for review before completing the final project.
- Boosted email marketing conversions 7% by maintaining and monitoring all email subscriber lists and refining A/B testing.
- Collaborated with multiple departments and companies to maintain visual brand standards and brand narrative.

Freelance, St. Louis, MO

March 2013 – Present

Multimedia and Webmaster Designer

Clients: Alan Cobourn (<https://sendkey.io/>), Pixel Imprints (<https://www.pixelimprints.com/>) and Coastal Business Supplies (<https://www.goisw.com/>)

- Consult on marketing and branding strategies, SEO best practices and UI/UX design.
- Create custom brand boards for clients seeking a fresh look and brand awareness.
- Utilize user interface design to create layouts and product mockups for customers.
- Design and develop high-quality WordPress websites implementing skills in HTML, CSS, and some PHP and JavaScript in combination with graphics using themes like Divi and visual builder.
- Conduct UX research with anonymous individuals to gain feedback for areas of improvement.
- Rebuilt designs based on research feedback and work with QA teams to test product.
- Experienced with Adobe CC Suite to create anything from graphics on print ads or wireframes to coding and web designing.
- Design layouts for resume templates in Microsoft Word for clients to easily edit use.
- Utilized Adobe XD as a prototyping and sketch tool with minimal experience utilizing Adobe Sketch.
- Produce quality graphic design including marketing materials, email graphics, web graphics, graphic art, logo design, brand boards and business cards.
- Research and provide SEO consulting strategies based on competitor keyword research and content best practices.

EDUCATION

Bachelor of Science in Multimedia Design & Development

DeVry University, St. Louis MO - *Magna Cum Laude*