JEN SANDERS

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Interface Designer | UX Designer | Information Architecture | Design Systems

PROFESSIONAL SUMMARY

Dynamic Designer offering over 6 years of experience working as a multimedia designer specializing in user-centered web design, software design and digital marketing design. Skilled in building mockups and prototypes of mobile websites, UI, features, and enhancements as a result of user qualitative feedback and evaluation. UX researcher with diverse users utilizing remote and in-person research and interview techniques.

AREAS OF EXPERTISE

✔ Figma	✔ Content Management	✔ SaaS	✔ Wireframing
✔ Adobe CC	✔ Brand Awareness	✔ HTML/CSS	✔ Qualitative Research
✔ Design Systems	✔ UX/UI Design	✔ Mockup & Prototyping	✔ Collaboration
✔ Usability Heuristics	✔ Accessibility	✔ Prototyping	✔ Leadership

CAREER HIGHLIGHTS

Design System Creation: Created and managed design systems supporting cross-functional teams delivering design consistency
Team Management: Managed and led teams of varying sizes and roles; recruiting, hiring, training, managing workflow and coaching.
Project management: Led large scale projects alongside cross-functional partners to develop strong processes and alignment.

PROFESSIONAL EXPERIENCE

UX Designer   April 2022 – Present
Sherwin Willians (Contractor), *Remote*

The role includes working primarily on the Integrated Order Management team as a UX Designer focused on UX research.

- Work closely with stakeholders, design and other cross-functional partners to combine 23 order management systems into one SaaS system.
- Facilitate workshops with a design-thinking approach to support the product team in roadmap strategizing.
- Conduct remote focus groups to gather insights.
- Synthesize insights gathered through various qualitative research methods into final reports to produce product and design recommendations.
- Conducting in-person contextual inquiries to build empathy for user needs and gain insight to customer pain points.

Senior UX Designer   July 2021 - Present
Transactly, *St. Charles, MO/Remote*

Reporting to the Chief Product Officer, the role includes leading design vision and direction in collaboration with 2 other designers. Working ona part-time basis since April 2022 but still fully immersed in a UI/UX overhaul.

- Create user-centered designs delivering innovative concepts, wireframes, high and low fidelity prototypes and engaging user experience.
- Facilitate various research workshops to collect qualitative data that drives product decisions based on real users.
- Cross-departmental collaboration including marketing, product, engineering, and senior-level stakeholders.
- Conduct qualitative and quantitative research and aggregating findings into digestible and visually appealing deliverables.
- Manage and grow design systems to create a cohesive visual design library used by multiple experiences.
- Mentor junior-level designers by conducting 1:1 weekly meetings and design critique workshops.
- Develop Design team strategies and goals that align with the company and the product team
- Interactively test designs via high and low fidelity prototypes created primarily in Figma.

Lead UI/UX Designer   July 2019 – July 2021
Aspire Software, *Chesterfield, MO*

Reporting to the CTO this role was focused on overseeing the complete product redesign from start to finish over a two year span.

- 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.
- 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 conversion rates
- Spearhead all design elements, templates, and brand consistency within the Aspire product and work with development to ensure guidelines are met.
- Created a design system that supported a new UI refresh and unified the design process across the Aspires product team using Figma and Zeroheight
- Collaborate and host cross-team workshops that generate new UI and UX improvement ideas/feedback to the product using a user-centered approach.

Web Content/Product Manager   December 2016 – July 2019
Coastal Business Supplies, *Maryland Heights, MO*

Reporting to the marketing manager, the role was a hybrid of eCommerce content management, product management, UI/UX and digital marketing design.

- Oversaw website content for coastalbusiness.com – an eCommerce company using the Magento 2 CMS platform.
- 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 designed graphics, page layouts and product displays featured in our catalogs and website with Adobe CC Suite or user interface design.
- Lead website migration to maximize website user interface.
- 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.
- 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.

Freelance Consulting   March 2013 – July 2019
Clients: Alan Cobourn (https://sendkey.io/), Pixel Imprints (https://www.pixelimprints.com/) and Coastal
Business Supplies (https://www.goisw.com/)

EDUCATION

Bachelor of Science in Multimedia Design & Development   2013 - 2018
DeVry University, *Chicago, IL*