

JENNA LEE

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EXPERIENCE

curaJOY- UX Designer

Remote

Mar 2024 - Present

- Develop activity pages with gamification elements, displaying user streaks, to engage users and support their behavioral health.
- Evaluate the current design system and components for consistency and alignment with best practices for the Ally Practice and Single Activity pages.

A Round Entertainment - UX/Product Design Intern

Remote

Nov 2023 - Mar 2024

- Spearheaded comprehensive B2C market research initiatives, extracting actionable insights from both quantitative and qualitative data analysis, leading to supporting the implementation of design decisions and enhancing product efficiency.
- Streamlined participant screening and scheduling processes for user research sessions, ensuring efficient data collection and analysis, resulting in the discovery of user behaviors, preferences, and trends in the dating app space.
- Managed concurrent projects with diverse timelines, stakeholders, and deliverables, optimizing resource allocation and project outcomes.
- Collaborated closely with engineering and product teams to share our feedback and iteratively refine MVP features.

UX Foundations - UX Researcher(Freelance)

Remote

Aug 2023 - Dec 2023

- Conducted surveys with 50+ participants, analyzed responses, and compiled feedback for improved understanding of user behaviors, fostering team collaboration.
- Created research plans using Google Sheets to share and present work in progress with the team. Compiled user insights from interviews to validate hypotheses and guide informed design decisions.
- Led usability testing sessions with 5+ participants, resulting in actionable insights that directly contributed to over 3 iterative improvements in the product development cycle.

Nalwoodi Denzhone Community - UX Design Volunteer

Remote

June 2023 - July 2023

- Devised a strategic redesign to optimize the web page content, saving the organization \$19,306 by applying heuristic frameworks and design principles.
- Improved the donation process through journey mapping and value proposition canvas, which contributed to sending newsletters to 50+ users and resulted in increased user retention.
- Led the successful launch of the first redesigned version of the website, overseeing the integration of enhanced user experiences and improved functionality.

SKILLS & TOOLS

Skills: Customer Experience Design | Mixed Methods Research | Visual & UI Design | Branding | Competitive Analysis | Card Sorting | Prototyping | Wireframing | Interaction Design | Usability Testing | Microsoft Office | B2C | Website Analysis | Medical Data Interpretation | Content Design | Medical Equipment Operation | Google Analytics | Agile Methodologies

Tools: Figma | Maze | Miro | Invision | Squarespace | Trello | Asana | Kanban

EDUCATION

Designlab UX Academy

Certificate in UX Design 2023

San Jose City College

Associate of Science in Medical Assisting 2018