JENNIFER JUNG

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EDUCATION

University of Michigan Ann Arbor   Ann Arbor, MI
Bachelor of Science in Information – User Experience Design (3.86/4.00)   *August 2022 – May 2025*
- Rogel Excellence Award – Full-Ride Scholarship Recipient
- Relevant Coursework: UX Research & Testing, Interaction Design, Data-Driven UX, Prototyping & Development

Santa Monica College   Santa Monica, CA
Associate Degree in Arts – Art (3.76/4.00)   *August 2019 – June 2022*
- Honors Program, Graduated with High Honors
- Relevant Coursework: Typography Design, UX Design, Mobile Design, Creative Coding, Advanced Photoshop

PROFESSIONAL EXPERIENCE

Moblize.it LLC   Mountain View, CA
UI/UX Designer Intern   *November 2024 – Current*
- Conducted UX research & competitive analysis, including user interviews and survey analysis, to identify pain points and user needs for the Baniya financial app redesign
- Led the development of wireframes and high-fidelity prototypes in Figma, collaborating with product managers and engineers to align workflows with Moblize.it's SaaS CRM integration and ensure technical feasibility.
- Conducted usability testing and feedback analysis, using participant insights to drive iterative improvements and ensure accessibility compliance (WCAG).

Michigan Medicine   Ann Arbor, MI
Marketing and Media Assistant   *November 2022 – Current*
- Led multi-platform social campaigns, boosting engagement by 213% across platforms.
- Designed content strategies, increasing Facebook followers by 222.4% & link clicks by 71.8%.
- Partnered with 13+ departments to enhance community outreach, earning 3 awards.
- Developed data-driven content optimizations by analyzing audience metrics & engagement trends, boosting Twitter engagement by 55.3% and increasing Instagram organic interactions by 63.7%, exceeding Michigan Medicine's annual growth goal of 2% by over 10x.

SKILLS

UX Skills: User Research (Interviews, Surveys, Usability Testing), Interaction Design, Information Architecture
UI Skills: High-fidelity Prototyping (Figma, Adobe XD), Design Systems, Accessibility (WCAG Standards)
Technical Skills: HTML, CSS, JavaScript (Basic), Adobe Creative Suite (Photoshop, Illustrator, After Effects)

PROJECT

U-M Recreational Sports   *Current*
- Redesigning the app with gamified features, refined information architecture, and e-commerce integration to enhance usability, increase user engagement, simplify interactions, and improve overall user satisfaction.

Hero Hub   *December 2024*
- Conducting user research, usability testing to design a mobile app addressing educational inequality, with an accessibility-focused, user-centered approach and intuitive user workflows, enhancing user retention.

LivMate   *October 2024*
- Led user research, persona development, and prototyping to deliver mobile-first designs, optimizing navigation, improving interaction, fostering an engaging user experience, and increasing app usability.

NOAA: GLANSIS   *December 2023*
- Simplified complex data structures, redefined information architecture, and implemented WCAG-compliant, user-centered web designs to improve usability, accessibility, and overall system functionality.

CERTIFICATION

Google UX Design Certification - Achieved UX Designer Professional Badge   *August 2021*