Jennifer Jones

London, UK   jenjo700@gmail.com   www.jenjo.info

Professional Summary

Senior Product Designer with over 10 years of experience leading end-to-end design for complex digital products across fintech, education, and e-commerce. Expert in translating user research into intuitive interfaces and scalable design systems. Proven ability to drive business growth by enhancing user engagement, streamlining development workflows, and delivering measurable improvements in user satisfaction and conversion.

Professional Experience

AI Research and Development | Independent Projects *Dec 2023 - Present*

- Conceptualised and engineered a conversational AI chatbot designed to accelerate the product design lifecycle and improve cross-team collaboration by centralising feedback.
- Architected and developed a full-stack AI-powered crypto portfolio management application, incorporating real-time sentiment analysis and predictive buy/sell signals.
- Enhanced development proficiency and accelerated project creation by integrating AI coding assistants, including Cursor and GitHub Copilot, into the workflow.

Product Designer/Consultant | Poker Dealer Academy (PDA) *Jul 2023 – Dec 2023*

- Collaborated with lead engineering to design and launch a bespoke CMS video platform, spearheading the creation of a custom video player and interactive dashboard for over 1,000 students.

Product Designer/Consultant | YLD *Jan 2023 – Jul 2023*

- Co-led the development of a scalable, multi-brand design system for a financial services client, unifying the user experience and streamlining development across 24 distinct brands.
- Reduced component development time by an estimated 40% by creating comprehensive documentation and foundational guidelines on Supernova.

Product Designer | Medify *Apr 2022 – Sep 2022*

- Directed the end-to-end UX/UI redesign for a responsive learning platform, delivering a new design system that increased developer efficiency by 25% and improved user satisfaction scores by an estimated 20% post-launch.
- Validated design concepts through structured usability testing with over 30 users, leveraging high-fidelity prototypes to gather insights that reduced critical navigation errors by 50%.

Lead Product Designer | Eiger Trading *Sep 2021 – Feb 2022*

- Led product design for a greenfield commodities trading application, defining the platform's visual identity and user experience from initial wireframes to final UI for a Shari'ah-compliant product.
- Engineered reusable components and design patterns that standardized the design across products and accelerated development timelines.

UX/UI Design Lead | Mortgage Gym *Mar 2021 – May 2021*

- Led UX/UI design for a complex mortgage fact-finder tool, translating intricate financial processes into a clear, user-friendly journey that helped customers make more informed financing decisions.

Lead Product Designer | CoGo *Oct 2019 – Dec 2019*

- Led UX and UI for an ethical fintech app, collaborating with a cross-functional team of 10 to deliver a redesigned feature under a fixed five-week deadline.
- Investigated user engagement issues by conducting over 15 user interviews and focus groups, identifying critical pain points that led to a redesign increasing user retention by 10% in the first month.

UX Lead | HSBC *Jul 2019 – Sep 2019*

- Shaped the UX for HSBC Kinetic's Data & Insights features, simplifying cash flow analysis and accounting software integration for small business owners.
- Organized and analyzed regular user testing sessions to refine navigation and information architecture, presenting design rationale to Heads of Design, UX, and Development.

UX/UI Consultant | Urbanarchive *Jan 2019 – Feb 2019*

- Shaped the design and delivery approach by gathering stakeholder requirements, creating responsive wireframes, and building HTML prototypes to validate concepts.

UX/UI Designer | New Signature (Agency) *Jul 2018 – Feb 2019*

- Designed UX wireframes, interactive prototypes, and scalable design systems for clients including Tech Data and the British Heart Foundation.

UX/UI Lead | Open Banking *Aug 2017 - Feb 2018*

- Served as the sole UX/UI lead for two core development teams, designing web and mobile applications that incorporated new Open Banking API standards.
- Created and validated interactive prototypes for security models and user consent flows through regular user testing sessions to improve usability.
- Presented prototypes to over 200 industry stakeholders, including representatives from Barclays and HSBC, to communicate complex standards and drive adoption.

Education

Thames Valley University Bachelor of Arts - Hons (2.1), Digital Arts and Multimedia Computing, 1999

Skills

UX & Research	UI & Visual Design	Front-end Development	Design Tools
User Research & Testing	User Interface Design	React.js	Figma
User Journeys & Wireframing	Design Systems	Next.js	Adobe Suite
Interaction Design	Branding & Visual Design	Vue.js	Supernova
Competitive Analysis	Prototyping	HTML/CSS	
Design Workshops	Animation	Tailwind	