Jennifer Chalupnik

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PRODUCT DESIGNER

Owning the ideation, design, enhancements, and execution of digital products and experiences

Combining Product Design education and experience to lead design initiatives and manage the full cycle product development process to enhance the user experience and facilitate business success. Partner with product and engineering teams to design solutions for new features, advancing product success. Execute impactful research and provide data-driven insights to influence product development; design user experiences that drive measurable results. Expertise creating sketches, wireframes, prototypes, and design specs to guide development of product experiences.

Skills & Expertise:

- Product Design
- User-Centered Design
- Wireframes
- Storyboards
- Interactive Prototypes

- Product Development
- Data Analysis
- Visual Design
- User Experience
- Testing Processes

- UX / UI Design
- User Research
- User Journeys
- Responsive Web Design
- Digital Products / Services

Product Design Spotlight:

- ➢ Executed design project from conception to deployment (Limitless Learners contest); collaborated with lawyers, marketing, design, and engineering to create landing page, application form, marketing emails, and a link building program.
- ➢ Duo Doodle Collaborative Artboard Toy: designed an artboard toy from concept to implementation maintaining a design system to ensure consistent UX/UI and integrating user-centered design.
- ➢ Implemented design methodologies to drive UX strategy and create human-centered solutions by identifying user needs through interviews, A/B and user tests, and UX research for Spanish language learning website (SpanishDict.com).
- ➢ Improved UX and SEO by redesigning navigation and resurfacing pages, resulting in 50% increase in signups; this project is currently in A/B testing for implementation at Education.com.

EDUCATION

Bachelor of Science in Product Design | STANFORD UNIVERSITY | Stanford, CA | 2015
UX/UI Design Bootcamp | UNIVERSITY OF TEXAS AT AUSTIN | Austin, TX | 2019

PROFESSIONAL EXPERIENCE

EDUCATION.COM (IXL LEARNING) | Austin, TX & San Mateo, CA | Feb 2017 - Present

Product Manager (SEO Marketing), Mar 2019 - Present
Guide full life cycle product management and design enhancements, creating compelling user experiences using Agile methodology. Develop product vision by researching, designing, and wireframing user experience for digital products. Define product direction and strategy, collaborating with engineers, designers, and content creators. Oversaw large-scale copy project, rewriting 2,000 pages.

- Increased organic traffic 350% YOY using product design/management strategies for subscription e-commerce site.
- Define products through user stories to drive organic traffic growth (55% of new revenue and 60% of new visits).

- Align user needs with business and product vision using qualitative and quantitative data including traffic metrics, A/B testing, and user research.
- Selected to contribute to several design projects and oversee SEO enhancements across three companies.

SEO Outreach Manager, Oct 2018 - Mar 2019

Designed and executed strategic outreach initiatives to improve search rankings and enhance team efficiency. Interviewed, trained, and mentored 15 Community Outreach Managers. Oversaw six major SEO outreach programs; single-handedly developed three of these programs.

- Expanded business reach by executing outreach to 50K+ blogs, building website links with 2K+ websites.
- Oversaw scholarship program, awarding $45K to students pursuing teaching degrees; increased traffic to games pages 7x by driving traffic to scholarship landing page.
- Increased efficiency 4x through training, tracking metrics, and implementing data-driven improvements.

Community Outreach Manager, Feb 2017- Aug 2018

Researched and developed strategic partnerships with 6K blog websites, publishing the most links in link building program.

MAKER MEDIA | San Francisco, CA | Oct 2015 - Dec 2016

E-Commerce Product Intern

Oversaw new product development and marketing to revitalize e-commerce efforts. Managed copywriting, photography, and merchandising. Optimized existing product pages. Identified products for promotions and developed pricing strategies. Directed several marketing initiatives including the campaign calendar, weekly consumer emails, social media management, and product features.

- Increased conversion rates and improved SEO for 100+ products through effective product development.
- Drove traffic to e-commerce pages by marketing products through email campaigns and promotions.
- Built new products and marketing strategies using product design expertise.

SPANISHDICT.COM | Washington, D.C. | Jun 2015 - Sep 2015

Product Designer Intern

Enhanced product development and design by executing UX research, user tests, interviews, and A/B tests. Identified key pain points and recommended data-driven solutions. Implemented design thinking methodologies to drive UX strategy and create human-centered solutions. Wrote tickets for front-end and back-end features and prioritized tickets/sprint planning. Analyzed traffic and engagement metrics using Google Analytics and MixPanel.

- Designed a new word-by-word translation feature and oversaw user testing.

TOOLS

- Adobe CS	- Google Analytics	- HTML/CSS
- Sketch App	- Google Suite	- JavaScript
- Figma	- Microsoft Office	- jQuery
- Invision	- Bootstrap	- SCSS
- JIRA	- Zeplin	- ReactJS