

JENNIFER CHALUPNIK

Product Designer
Austin, TX

Self-motivated, innovative professional with a strong background in design thinking. Research-driven and process-oriented, leading design processes through personas, storyboards, user flows, wireframes, mockups, prototypes, user testing, and iteration. SEO experience provides a unique perspective when thinking about how to design for the user while also increasing organic traffic. Looking to combine strengths in UI/UX design and product management to design beautiful, functional products.

EDUCATION

UX/UI Design Bootcamp
University of Texas - Austin
2019

B.S. in Product Design
Stanford University
2015

SKILLS

Iterative Design Process
UX Research & Design
UI Design
Sketch App
Adobe CC
InVision
HTML/CSS/JavaScript
Data Analysis
Product Management
SEO

WORK EXPERIENCE

Education.com, San Mateo, CA (Remote)

Product Manager, SEO

2019 – Present

PRODUCT MANAGEMENT

- Product manager for SEO projects on leading edtech website, using Agile methodology.
- Lead production of art/writing contest for kids, including landing page, marketing, and development of link building program.
- Recruit, hire, and manage team of 15+ freelancers.

SEARCH ENGINE OPTIMIZATION

- Obtained 55% of new revenue and 60% of new visits through organic channels as a result of SEO optimizations.
- Improve operational efficiencies and document processes in high detail.

SEO Outreach Manager

2017 – 2019

- Spearheaded new SEO efforts, improving team efficiency and increasing link building output 120% YOY.
- Led off-site outreach team, interviewing, training, and mentoring contractors in four different SEO programs.

Maker Media, San Francisco, CA

eCommerce Product Associate

2016 – 2017

- Managed copywriting and photo shoots to create new product pages.
- Designed emails and marketing materials for products, increasing conversion rates.

SpanishDict.com, Washington, DC

Product Assistant Intern

2015

- Conducted UX research and user tests to improve design of Spanish language-learning website.
- UX researcher, UX designer, and product manager for new word-by-word translation feature.

NOTABLE PROJECTS

ChoreShare Chore Management App Design

2019

Designed app to help solve issues around roommate chore division. Identified pain points through user research and ideated a solution. Created task flows, wireframes, style guide, hi-fi mockups, and prototypes. User tested and iterated on mobile app design to improve features.

DuoDoodle Collaborative Artboard Toy

2015

Created a toy to encourage collaboration between children and teaches conflict resolution. Led product from conceptualization to final manufacturing overseas.