

Jen Byyny

M 310.569.3002

jenbyyny@gmail.com
[linkedin.com/jenbyyny](https://www.linkedin.com/jenbyyny)
www.jenbyyny.com

Profile

Design Director with experience managing UX/Product Design teams for various product experiences including B2B, B2C and SaaS Enterprise Solutions.

Experience

Product Design Director, Welltok, Inc, Denver, CO – 2018-Present

Responsibilities include: lead, manage, mentor a team of five UX and visual designers. Build and manage the experience design process, support initiatives from concept through launch; Work collaboratively with engineering, product owners, user research and stakeholders; Engage in business strategic planning and provide cultural leadership.

Product Design Lead, Looker Data Sciences, Santa Cruz, CA – 2016-2018

UX and design language overhaul of SaaS BI subscription web tool. Data-driven and customer focused, we used Looker's platform to monitor usage across browsers, feature adoption, screen sizes and to identify most common interaction patterns. We observed and met with customers about usability pain points and feature requests to inform UX design.

Principal UX Team Lead, Yahoo, Sunnyvale, CA – 2014-2016

Yahoo Finance: Lead designer on real-time interactive charts for desktop, mobile web and mobile app. Goal was to provide consistency across all screen/device experiences and improve legacy chart interactions from 2009. Yahoo Publishing Portal: Team lead for UX, visual and front-end designers. Created desktop and mobile predictive data analytics tool for Yahoo global editors to monitor, promote and replace content based on PVs, UUs, MAUs.

UX Design Manager, Yahoo, Denver, CO – 2011-2014

Team lead and manager of five direct reports including UX and visual designers and front-end developers. Liaison to cross-functional team of engineers, product and QA. Design team representative to the larger design group at Yahoo. Responsible for hiring, performance reviews, culture influence and overseeing general work flow for the design team. Projects included Yahoo's User Publishing systems: Yahoo Contributor Services and Yahoo Voices and Yahoo enterprise publishing software for internal global editors.

Senior Interaction Designer, Yahoo, Sunnyvale, CA – 2006-2011

Yahoo Media Group: Designed user interaction experiences for large scale sites including: Yahoo Health, Astrology, Shine, News, Finance, TV and the global design template system for smartphones and tablets. Responsibilities included conceptual product ideation, wireframing, work flows, user journeys, site architecture, site ontologies, competitive audits, branding, design for usability testing; Worked as the design lead with design, product, engineering.

Senior UX Designer, Zaudhaus Design Group, San Francisco, CA – 2005-2006

Design work focusing on storytelling with web experiences, product brainstorming and definition, information architecture, user workflows and wireframes. Clients included the International Museum of Women San Francisco, eFax and Spogger.

Art Director, Grey Global Group, Los Angeles, CA – 1998-2002

Design and development of interactive and print projects. Creative management of freelance designers, photographers and illustrators. Clients included Microsoft, AT&T, Wells Fargo, Los Angeles Times, DHL, Bank of America, Southern California Edison, City National Bank, Auto Club of Southern California, Bally's/Paris/Flamingo Las Vegas

Education

MFA, Media Design — Art Center College of Design, Pasadena, CA

BS, Business/Marketing — Boston University, Boston, MA

General Assembly — Front-End Web Development, Denver, CO

Skills

Design Leadership, UX Design and Strategy, Product Design, Design Thinking, Interaction Design, User Research, Service Design, System Design, Data Informed Design, Usability Testing, Visual Design, Data Analytics Design, Art Direction, Branding, Marketing

Awards

Patent No. 9,159,074 Tool for embedding comments for objects in an article

Patent No. USD624089 Transitional computer user interface for a display screen

Patent No. USD612,860 Design of complex data and image array display

Yahoo Superstar Award - given to top 1% performers

Yahoo “New, New Thing” Award - most innovative new Lifestyles product

Designing Interactive Systems Conference - Presented MFA thesis

Consumer Electronics Show Las Vegas - two Graduate School Projects displayed

Boston University Full Tuition Athletic Scholarship for Springboard Diving

Boston University Student-Athlete Honor Roll

Tools

Sketch, Figma, GitHub, Adobe Creative Suite, HTML/CSS, Invision, Keynote, Trello