

# Jen Byyny

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## Profile

Principal UX Design Lead

## Experience

Senior UX Lead, Looker Data Sciences, Santa Cruz, CA 2016-Present

UX and design language overhaul of BI subscription web tool. Data-driven and customer focused, we use the Looker tool to monitor usage across browsers, feature adoption, screen sizes and to identify most common interaction patterns. We observe and meet with customers about usability pain points and feature requests.

Principal UX Team Lead, Yahoo, Denver, CO and Sunnyvale, CA – 2012-2016

Yahoo Finance: Lead designer on real-time interactive charts for desktop web and mobile apps. Yahoo Publishing Portal: Team lead for user experience, visual and front-end designers. Liaison to cross-functional team of engineers, product and QE. Responsible for hiring, performance reviews, culture influence and overseeing general workflow for the design team.

Senior Interaction Designer, Yahoo, Sunnyvale, CA – 2006-2012

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.

UX/Visual Design, Jen Byyny Designs, Denver, CO – 1999-present

UX and visual interaction design, logo design and design strategy.

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.

## Education

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

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

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| 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<br>Patent No. USD624089 Transitional computer user interface for a display screen<br>Patent No. USD612,860 Design of complex data and image array display<br>Yahoo Superstar Award - given to top 1% performers<br>Yahoo “New, New Thing” Award - most innovative product<br>Designing Interactive Systems Conference - Presented MFA thesis<br>Consumer Electronics Show Las Vegas - Graduate School Projects displayed<br>Boston University Full tuition scholarship |
| Tools  | Sketch, Figma, Adobe Creative Suite, HTML/CSS, Invision, Keynote, GitHub, Trello  |