Jenna Careri

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summary

Adaptable UX designer with strong background in human-centered design and user research. Four years of experience leading content design for web and mobile applications in finance and ecommerce. Proven success collaborating with cross-functional teams and leadership to develop solutions for both business and user needs.

projects

eBay site-wide currency experience | jennacareri.com/ebay
- An end-to-end solution for currency exchange
- Worked with core team of four to conduct user research, articulate a design direction, and develop a seamless currency journey for buyers who shop across borders on eBay's global sites

Pocket Local travel app | jennacareri.com/pocketlocal
- A personalized experience, built for the way you already travel
- Researched and designed a new travel app to explore how it could be viable in a saturated market. Defined which user needs aren't currently met and what new features would make an impact.

Crossroads Urban Center redesign | jennacareri.com/crossroads
- A modern update for a local non-profit
- Designed a responsive website to increase donor confidence and allow online volunteer scheduling. Developed a new design direction focused on reworked info architecture and user interface (UI) styles.

relevant experience

Senior Content Designer | eBay
Apr 2023 - Present | Salt Lake City, UT
- Lead content design for buyer payments, focused on user journey through cart and checkout
- Collaborate with research, product, and visual design partners to create global, site-wide single currency experience estimated to bring in $9M in annual incremental revenue
- Design solutions for the unpaid items (UPI) initiative, including proactive collection of payment details, introduction of autopay, and buyer education to introduce the new experience

Senior Content Designer | Wells Fargo
Nov 2021 - Dec 2022 | Salt Lake City, UT
- Designed web and mobile app features in the commercial and corporate banking division
- Refined voice and tone standards; developed guidelines and examples to inform the team's work
- Led content strategy for customer personas to ensure memorable and actionable materials

Content Designer | Red Ventures
November 2020 - November 2021 | Charlotte, NC
- Developed UX strategy for emails, user flows, and landing pages in the home services division

- Coordinated marketing copy across brands to ensure consistent brand messaging and voice
- Optimized web and mobile experiences with A/B tests, user research, and KPIs

Copywriter | Red Ventures
March 2019 - November 2020 | Charlotte, NC

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education

Certificate in UX/UI | University of Utah | Salt Lake City, UT | Expected Feb, 2024
Coursework includes: research practices, interaction design, heuristic evaluation, user persona development, information architecture (IA) , decision mapping, storyboards, wireframes, prototyping, front-end development

B.A., Journalism; B.A., French Studies | University of Massachusetts | Amherst, MA | Summa cum laude

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skills

UX/UI | User research, agile methodology, visual and content strategy, journey mapping, style guide creation, persona development, information architecture

Technical | Figma, Invision, Stark, FullStory, Miro, WordPress, Google Analytics, Confluence/Jira, Asana, HTML, CSS, JavaScript, jQuery, Bootstrap

Language | French, fluent; English, native language