



JENNI HEWES

Empathetic UX Designer with a knack for breaking down complex ideas. Experienced in analyzing data to tell stories and identify issues.

CONTACT

 <https://uxfol.io/jennihewes>

 Portland, ME

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TOOLS

- Figma
- Adobe XD
- Optimal Workshop
- Usability Hub
- Balsamiq
- Marvel
- GitHub
- SQL

SKILLS

- Design Thinking Process
- User Research
- User Personas
- Wireframes
- Prototyping
- Usability Testing
- HTML
- CSS

PROJECTS

Portfolio – Front End Developer

March 2021

- Designed and coded my portfolio site using HTML, CSS, and JavaScript
- Tools used: Atom, GitHub, Figma

Lifeboat – UX/UI Designer

December 2020 - March 2021

- Used the Design Thinking process to design a marine weather app
- Tools used: Adobe XD, Balsamiq, Optimal Workshop, Usability Hub

Rotten. – UX/UI Designer

November 2020 - February 2021

- Created wireframes and performed usability testing for a food management app
- Tools used: Figma, Usability Hub, Google Forms

EXPERIENCE

Merchandising Operations Specialist, Wayfair - Boston, MA

April 2018 – March 2020

- Audited back end SKU data to identify on site issues using SQL
- Launched an optimal SKU setup to streamline shipments of furniture using internal merchandising tools
- Trained 90+ Wayfair employees on new tools and setup
- Converted 2,100+ SKUs representing \$1.8M in revenue into the new setup

Manager Of Retail Partnerships, ownerIQ – Boston, MA

September 2016 - April 2018

- Generated over \$200K in media sales to merchants at retail partners
- Grew monetization relationships through weekly and monthly touch bases for 35 retail partners
- Analyzed partners' data usage reports using Excel

Media Sales Planner, ownerIQ – Boston, MA

December 2015 - September 2016

- Recommended targeted marketing strategies for advertising campaigns through 200+ Requests for Proposals leading to over \$3.3M in revenue
- Generated reports from consumer data to accompany proposals
- Created training materials and trained 4 new hires on how to respond to RFPs

Associate Media Sales Planner, ownerIQ – Boston, MA

June 2015 - December 2015

- Responded to 100+ Request for Proposals to ad agencies leading to over \$2.1M in revenue
- Recommended targeted marketing strategies for advertising campaigns based on shopping data

EDUCATION

CareerFoundry

User Experience Design Certificate

November 2020-March 2021

UX design intensive boot camp with a specialization in front end coding

Emmanuel College – Boston, MA

Bachelor's of Arts Degree - Management

2011-2015

Minor In Writing and Literature