

# Jenni Lee Winter

## User Experience Designer

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## Education

### **Certification in UX Design | General Assembly**

2013, NY

### **Certification in Publishing | Columbia University**

2009, NY

### **B.A. in English Literature + Creative Writing | Boston College**

2005-2009, MA

## Skills

### **Tools**

Sketch  
Photoshop  
OmniGraffle  
InVision  
Framer  
Zeplin  
Pivotal Tracker  
JIRA

### **Process**

User research  
Journey mapping  
Ideation workshop  
User flows  
Interaction design  
Wireframing  
Prototyping  
Usability testing

## Experience

### **Product Designer | Paperless Post**

Apr 2015-Dec 2016, NY

Designed for desktop's "Create" experience to help users customize cards on a canvas-like viewport. Designed set of new features for the "bride" persona, which saw 51% YoY growth in gross paper invitation sales in 2016 (12% in 2015).

Dec 2016-May 2017, NY

Led iOS team as sole Product Designer. Increased conversion of new registrants into senders by 8% with new "Reminder" feature; worked closely with PM to develop research/design strategy for targeting iOS's key "host" persona.

### **UX Curriculum Fellow & Co-instructor | General Assembly**

Jan-Oct 2015 (intermittently contracted), NY

Wrote case studies + crafted assignments for "UX Design Accelerated" course. Co-instructed 2 iterations of the course; supported students in design studio environment; lectured on research methodology, user testing, and wireframing.

### **UX Strategy Consultant | Freelance**

Mar 2014-Jan 2015, NY

Collaborated with agencies + independent clients on projects of all stages, including MVP ideation + refinement, research, wireframing, testing, and general UX consultation. Past work includes a healthcare app supporting heart failure patient care (Beyond agency + Novartis Int'l), and interface design for a social timeline platform (TimeSpot).

### **UX Design Intern | Surrounding Signifiers**

Oct 2013-Feb 2014, NY

Supported the Lead UX Consultant on all client projects in user research, UX strategy, wireframing, and testing. Led wireframe presentations, and assisted in facilitating ideation workshops + journey mapping for clients.

### **QA Coordinator | Fab.com**

May-Oct 2013, NY

QA'd site's flash sales for accuracy, visual quality, and interaction friendliness; conducted + reported on phone user interviews regarding checkout flow usage; coordinated workflows for e-commerce merchandising teams.

### **Culinary Book Editor | Wiley**

Sep 2009-May 2013, NJ

Developed content for higher education culinary books, working closely with chef instructors on curriculum needs. Conducted ethnographic research amongst culinary students in the kitchen classroom for content strategy purposes.