

Jenni Lee Winter

User Experience Designer

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Experience

Mobile Product Designer | Skillshare

Aug 2017-Present, NY

Developing mobile-specific design research and strategy for the iOS and Android app; working to define company's first user personas and customer journey map for both the web and mobile product experience.

Product Designer | Paperless Post

Apr 2015-May 2017, NY

Designed for desktop's "Create" experience to help users customize cards on an online canvas. Designed set of new features for the "bride" persona, which saw 51% YoY growth in gross paper invitation sales in 2016 (12% in 2015). Led iOS team as sole Product Designer. Designed new "Holiday Reminder" feature for Q1, and saw 12% lift in Valentine's sales from previous year; developed new research/ux strategy for prioritizing iOS's "event 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.

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
JIRA

Process

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