

# JANE PROFESSIONAL

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## EXPERIENCE

### SENIOR UI/UX DESIGNER, ACME INC.

May 2020 -Present

- Conducted 5 usability testing experiments each month growing the net promoter score to above 9.0 from Q3 2020.
- Helped reduce the homepage bounce rate by 25% by performing testing interviews with 5 key customers every month in Q2 2021.
- Architected the lowering of the number of steps in trial signups which bumped up the number of completed sign ups to over 70% in Q3 2022.

### UI/UX DESIGNER, ABC ASSOCIATES

February 2018 – March 2020

- User data analysis using Amplitude in Q3 2018, led to a redesign of the pricing page minimizing the time-on-task by 35%.
- Better communication of the next steps when a user encounters an error page on our website which drove user satisfaction and 50% more engagement.
- Conducting research on why there was significant drop-off in the homepage, this resulted in a redesign of the homepage with bespoke navigation and 20% lower bounce rate in Q1 2020.

## SKILLS

### FIGMA

- Advanced proficiency in using Figma for design collaboration with the engineering and product team.

### Google Suite

- Use of Google Analytics and Amplitude for event analytics, Google Sheets for data analysis and Google Docs for asynchronous documentation of designs with other cross functional teams.

## EDUCATION

### Bachelor of Arts, MSOMO UNIVERSITY

2014 - 2018