

Jenna is a full-stack creative, product designer, technologist, and art director who specializes in the early-stage development of AI-enabled, data-driven products.

**Freelance Product Designer/Fractional Design Lead @Various Startups      2021-Present**

First fractional design hire for early-stage tech startups, specializing in 0-to-1 product and brand development.

- Led design processes end-to-end, working with CEOs, product managers, engineers, and clinical stakeholders to develop new features focusing on user activation, retention, and engagement.
- Conducted user research and usability testing to inform product/design decisions.
- Spearheaded brand refreshes and app redesigns, enhancing usability, accessibility, and brand cohesion.
- Developed comprehensive design systems: component libraries, type styles, color palettes, brand guidelines.

**R&D Product Design and Engineering @Mindstrong      2020-2021**

Formed a cross-functional squad of data scientists, clinicians, engineers, and researchers to explore how AI can translate user data into clinical tools for improved workflows, efficacy, and outcomes.

- Led squad through end-to-end design processes, creating artifacts (from word docs, design mocks, to interactive prototypes) for communication, iteration, and testing
- Nurtured a user-centered and clinically-driven product culture by advocating for clinical voices and integrating them into the product development process
- Developed a 3-week pilot program for a patient sleep data dashboard
  - Worked with clinicians and researchers to identify how predicted sleep data might assist in improving clinical outcomes and workflows, and how best to present it
  - Worked with product and clinicians to design and run the sleep pilot, ensuring multiple avenues for user feedback throughout
  - Ensured multiple rounds of user testing and integrated feedback
- Designed and developed an internal, interactive research dashboard
  - Collaborated with data science and the V.P. of Research to turn passively collected data into actionable insights directly relevant to clinical workflows
  - Collaborated with clinicians and researchers to determine the potential clinical utility of datastreams and their most actionable presentations

**Senior Product Designer @Mindstrong      2019-2020**

- Refreshed Mindstrong's brand identity:
  - Teamed up with the V.P. of Marketing to define and develop brand persona
  - Refreshed the brand identity and redesigned the website and collateral
- Led a redesign of Mindstrong's research-oriented mobile app:

- Integrated new brand guidelines into a component library and design system
- Simplified user flows, UI, and IA to encourage engagement of our Medicaid/Medicare SMI population
- Created a modular platform for rapid content piloting and iteration
- Helped redesign and develop new features for the clinical web platform:
  - Interviewed our in-house clinicians to identify pain points and opportunities
  - Streamlined the UX/UI to scale for larger caseloads and complex cases
  - Developed new features to facilitate clinical protocols and reduce burnout

**Creative Director/Digital Designer @Ambassadors for Sustained Health** **2015-2019**

- Revamped ASH's digital presence, including a responsive website, new brand identity, integrated brand system, that boosted donor engagement.
- Led UX/UI design processes on web platforms, supporting global stakeholders and team members.
- Conducted user interviews in Kenya to inform user-centered design decisions and develop culturally relevant assets, communications, and service offerings.

**Digital Designer/Art Director @Various Publishing Houses** **2012-2017**

- Transitioned print publications to interactive digital editions across web, tablet, and mobile, enhancing user engagement.
- Developed design systems to streamline multi-platform publishing.
- Partnered with cross-disciplinary teams to ensure cohesive UX/UI across media.

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**SKILLS**

Figma, Adobe CC, Canva, Sketch, HTML, CSS, Javascript, D3.js, Node, Python, Firebase

**EDUCATION**

**Masters @New York University, Interactive Telecommunications Program** **2017-2019**

Transdisciplinary graduate program focusing on interaction design, creative applications of new technology, and user-centered digital innovation

**Copenhagen Institute of Interaction Design** **2017**

Full-time intensive 3-month bootcamp for product and interaction design

**Bachelors @School of the Art Institute of Chicago** **2009-2012**

Concentration in Visual Communication Design