

JENNA XU is a full-stack creative, product designer, technologist, and art director who specializes in the early-stage development of mental health technology.

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SKILLS

Design

- Adobe CC
- Figma
- Canva
- Sketch
- Zeplin

Engineering

- HTML/CSS
- Vanilla JS
- D3.js
- Node
- Python
- Firebase

EDUCATION

Masters Class of 2019

**Interactive
Telecommunications
Program (ITP), NYU**

Bachelors Class of 2012

**School of the Art Institute
of Chicago**

Freelance Product Designer @ Journey, Kintsugi, FirstThen, Optimism Health

New York, NY from 03/2021 to present

First fractional design hire for early-stage mental health startups, specializing in o-to-1 product and brand development.

- Led design from concept to MVP via user journeys and interviews, insight synthesis, ideation, wireframing and prototyping, testing and validation, and iteration.
- Created mockups securing multimillion-dollar contracts and thousands of users.
- Spearheaded brand refreshes and app redesigns, enhancing usability, accessibility, and brand cohesion.
- Developed comprehensive design systems: component libraries, type styles, color palettes, brand guidelines.
- Conducted user research and usability testing to inform design decisions, leveraging tools like Google Analytics.
- Collaborated with CEOs, product managers, engineers, and clinical stakeholders to develop new features, responsive designs and detailed specs for handoff.

Engineering and Product @ Mindstrong

Mountain View, CA from 11/2020 to 06/2021

Formed a new cross-functional squad to foster a clinically-driven product culture that included data scientists, engineers, clinicians, researchers, and product managers to translate research data into clinical tools for improved workflows, efficacy, and outcomes.

- Collaborated with data scientists, clinicians, and researchers to transform raw data into actionable insights with clinical utility.
- Guided data science teams from concept to prototype, creating artifacts for communication and testing.
- Developed a sleep data pilot program for clinicians working with patients with sleep issues, ensuring multiple rounds of research, iteration, and testing.

Senior Product Designer @ Mindstrong

Mountain View, CA from 09/2019 to 11/2020

- Refreshed brand identity, working with VP of Marketing and Head of Design to develop brand persona, voice, logo, brand guidelines, type styles, color palettes, component library, new website, and marketing collateral.
- Led mobile app redesign, implementing new brand guidelines, a simplified UI/UX for SMI population, and a modular platform for rapid content iteration.
- Developed new clinical platform features, conducting ethnographic research, streamlining UI/UX for scalability, and reducing clinician burnout.
- Collaborated with data scientists, product managers, clinicians, and engineering on exploratory projects and machine learning applications.

Creative Director @ Ambassadors for Sustained Health

New York, NY from 12/2015 to 09/2019

- Led comprehensive rebrand, working with the founder and Core Team to develop a new brand strategy to improve volunteer and donor engagement, conduct stakeholder interviews in Kenya, and redesign the website
- Created marketing assets for social media fundraising campaigns

Art Director @ New York Magazine, Condé Nast, Hearst, Essential Homme Magazine

New York, NY from 09/2012 to 09/2017

- Designed print issues from cover to cover, collaborating with editors, photo editors, production managers, and retouchers
- Commissioned and directed illustrators, created and maintained style sheets and templates, and optimized print layouts for digital publishing.