JENNA XU is a full-stack creative, product designer, technologist, and art director who makes stuff mainly with data, Javascript, and design tools, but sometimes with Raspberry Pis, soldering irons, and other things that require thumbs.

She believes tech should enhance our humanity, not disrupt it, and doesn't care if it sounds corny.

Find her at:

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SKILLS

Design Software

· 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
New York, NY from 03/2021 to present

First design hire for early-stage mental health startups, specializing in 0-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

Initiated a new cross-functional squad, integrating data scientists, engineers, clinicians, researchers, and product managers to translate research data into prototypes enabling improved clinical efficacy and patient outcomes.

· Guided data science teams from concept to prototype, creating artifacts for communication and testing.
· Developed a sleep data pilot program for clinicians, ensuring multiple rounds research, iteration, and testing.
· Collaborated with data scientists, clinicians, researchers, and engineering to turn data into actionable insights and improve clinical outcomes.

Senior Product Designer @ Mindstrong
Mountain View, CA from 09/2019 to 11/2020

· Refreshed brand identity, collaborating 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: implemented new brand guidelines, simplified UI/UX for SMI population, and created a modular platform for rapid content iteration.
· Developed new clinical platform features: conducted ethnographic research, streamlined UI/UX for scalability, and reduced clinician burnout.
· Cross-functional collaboration 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, Essential Homme Magazine, Hearst Publications
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.