Jennifer Mai USER EXPERIENCE DESIGNER

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SUMMARY

I am a user experience designer with experience creating designs for mobile apps, desktops, and games in diverse teams. Adept in interaction and game design foundations, I am passionate about human/player centered design and leveraging my problem-solving skills to develop solutions that tell stories and inspire learning.

EXPERIENCE

Primary User Experience Designer

AnimeMusicVideos.Org, Remote   Jan 2023 - Present

- I work in the front-end development team focusing on product design, our main goal is to redesign the old 2000s website to modern web standards
- Enhance user experience and product efficiency for over 800,000 users by creating wireframes and prototypes to design a new interface
- Demonstrate empathy for users by conducting user research and analysis to identify solutions to the product's pain points and guide the hi-fidelity prototypes
- Lead usability tests with real users by developing testing scripts and scenarios to guide the testing process
- Present research findings and insights to developers and stakeholders to assess product feasibility and evaluate new implementations
- Attain feedback for prototypes by communicating with the team to encourage diverse perspectives from experts in different fields

Quality Assurance & Content Designer

Sitefluence Inc., Remote   Mar 2023 - Oct 2023

- I worked in the web development team focusing on quality assurance, our main goal was to ensure excellent quality for all of the clients' web products
- Verify web and mobile products meet user experience standards by conducting thorough manual tests to guarantee product quality across multiple environments
- Increased web traffic for users by implementing effective SEO strategies to improve the user experience of products for users
- Created detailed acceptance test cases by communicating with cross-functional teams and stakeholders to maintain consistent UX/UI specifications and quality
- Collaborated with designers and developers to implement design assets by uploading media resources into Sitecore to display on web products
- Improved manual testing process by researching different testing methodologies

User Experience Designer

W.T.P.C.G., Remote   Apr 2022 - Jul 2023

- I worked in a marketing team focusing on user experience design, our main objective was to enhance our client's business goals
- Collaborated with clients by establishing project objectives to define usability goals
- Validated solutions by conducting user research, and presenting findings and recommendations to stakeholders to find product market fit and viability
- Implemented problem-solving methods for designs by designing wireframes and hi-fidelity prototypes to improve productivity for clients
- Championed user-centered design culture by advocating for user-centered design principles throughout the organization to prioritize user needs.
- Refined and improved prototypes by analyzing feedback and collaborating with team, users, and stakeholders to provide actionable insights to improve usability

EDUCATION

UNIVERSITY OF WASHINGTON, PCE

Certificate in Game Design | Jun 2025

UNIVERSITY OF WASHINGTON BOTHELL

Bachelor of Arts
Interactive Media Design | Jun 2021

- Dean's List 2020
- Dean's List 2018

LEADERSHIP QUALITIES

- Honesty and Integrity
- Commitment and Passion
- Creativity and Innovation
- Empathy
- Excellent Communicator
- Resilience

SKILLS

DESIGN

UI / UX Design, Product Design, Interaction Design, Visual Design, Prototyping, Wireframing, Mockups, Mobile & Web Design, Agile Development

RESEARCH

User Interviews, User Testing, Information Architecture, User Flows, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy

TOOLS

Figma, MS Office, MS Teams, Browserstack, Canva, Adobe Creative Suite, Photoshop, Premiere Pro, Illustrator, XD, HTML5, CSS, JavaScript

PRODUCT DESIGN

Branding, Typography, Iconography, Web Design, Stylesheets and guidelines

OTHER SKILLS

Rapid Iteration, Cross-functional collaboration, Human-centric approach, Provide and solicit feedback, English (native), Vietnamese (Bilingual)

Jennifer Mai PRODUCT DESIGNER

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EXPERIENCE

Math Instructor & Grader

Eye Level Learning Center, Redmond, WA   Oct 2016 - Jun 2023

- I worked as a math instructor and grader, focusing on fostering mathematical understanding of children ages 4-14
- Improved class performance by collaborating with students and grading math HW and tests to help them understand their mistakes and evaluate how to improve
- Evaluated the starting point of new students by observing how they approach solutions to design an individualized lesson plan addressing each child's needs
- Provided detailed feedback to parents about their child's classroom behaviors to ensure all parties were aligned in the child's educational goals
- Improved the center's efficiency and productivity by organizing the center's booklets and supplies to prepare necessary materials for every coming week

UX Designer

Athleet, Remote   Jul 2021 - Dec 2022

- I co-founded and designed a community training app, our main goal was to gamify and connect users, encouraging them to exercise through collaboration
- Outlined the requirements for the product's high-fidelity prototype by collaborating with the team to delineate criteria for outstanding user experience
- Crafted product design strategy by conducting user research to identify pain points and solutions for workout experiences in a virtual environment
- Optimized design with user feedback from stakeholders and users by conducting usability tests to ensure a seamless, user-friendly design for the product
- Developed new solutions by analyzing product design strategy and research results to ensure the team stays organized and on track
- Standardized typography and interface components by designing style guides for the app to communicate a consistent design system

Peer Facilitator/Teacher's Assistant

University of Washington Bothell, Bothell, WA   Jan 2021 - Mar 2021

- I worked with Mark Chen in his BIS 313: Issues in Media class, where we discussed how different games reflect society through critical Let's Plays
- Facilitated class discussion by replying to student responses on Slack or Google Slides to add more perspective on the topics being discussed that week
- Assisted class with editing their critical Let's Play videos by giving students video editing tips to improve the flow of their videos
- Archived the class's final projects by creating a YouTube playlist to commemorate every group's Let's Play videos
- Take attendance by keeping track of students who attend class Zoom calls on Google Sheets to ease Mark's grading for smaller items