Jennifer Mai PRODUCT DESIGNER

🌐 jennthmai.com ✉ jennthnmai@gmail.com in linkedin.com/in/jennthnmai

SUMMARY

I am a product designer with 3+ years of experience designing mobile and desktop experiences in diverse teams. Equipped with strong visual and interaction design foundations and proficient in front-end development, I am passionate about human-centered design and leveraging my problem-solving skills to develop solutions for technological innovation.

EXPERIENCE

Lead Product Designer

AnimeMusicVideos.Org, Remote   Jan 2023 - Present

- Design wireframes and hi-fidelity prototypes for a new interface to enhance user experience and product efficiency for over 40,000 users
- Perform competitor research and analysis to identify emerging trends and solutions in video hosting websites experience design
- Demonstrate empathy towards users with in-depth research on the product's pain points to guide development of hi-fidelity prototypes
- Present research findings and insights to the team to determine the correct solution for the user experience
- Collaborate with developers and stakeholders to assess product feasibility and evaluate prototype implementations
- Communicate with team and users to attain feedback for the prototype

Quality Assurance & Content Designer

Sitefluence Inc., Remote   Mar 2023 - Oct 2023

- Designed, implemented, and reviewed test scenarios to test clients' products across multiple environments manually
- Implemented effective SEO optimization strategies to improve web traffic experience for clients' products notably
- Communicate with cross-functional teams and key stakeholders to define acceptance test cases
- Uploaded media resources into Sitecore database to implement design assets on the business's products based on design prototypes
- Utilized team feedback and researched useful testing methodologies to improve the manual testing process

User Experience Designer

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

- Designed wireframes and hi-fidelity prototypes to validate business solutions with users and stakeholders for their product
- Conducted research to ensure the team gains a deeper understanding of solutions addressing users' needs, experiences and behavior while using clients' products
- Championed user-centered design culture by collaborating with cross-functional teams to propose solutions and research strategies
- Collaborated with team, users and stakeholders to conduct usability testing, gathering feedback to refine hi-fidelity prototype experience
- Communicated with stakeholders to identify solutions and implement appropriate problem-solving methods for their products

LEADERSHIP QUALITIES

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

SKILLS

- UX Research
- User Experience Design (UED)
- User Experience (UX)
- Problem Solving
- Wireframing
- Lo, Mid, Hi-fi Mockups
- Prototyping
- Interaction Design
- Design Thinking
- Visual Design
- Usability Testing
- Information Architecture
- User Flows
- Mobile and Desktop Design

TOOLS

- Figma
- Adobe Creative Suite
- Mural, Lucidchart, and Lucid Spark
- Microsoft Office and Teams
- BrowserStack
- Canva
- Slack and Zoom

LANGUAGES

- English – Native
- Vietnamese – Bilingual
- HTML/CSS/JS – Proficient

EXPERIENCE

Co-Founder & UX Designer

Athleet, Remote   Jul 2021 - Dec 2022

- Researched competitor fitness apps to identify solutions for gamifying user experience in a virtual exercise environment
- Collaborated with team to outline requirements for the product's hi-fidelity prototype
- Crafted product design strategy to delineate criteria for outstanding user experience
- Conducted usability tests to ensure a seamless, user-friendly design for our product
- Optimized design with user feedback from stakeholders after every development cycle to provide high-quality prototypes for user testing
- Facilitated team meetings to review product development strategy, new solutions and research results
- Designed style guides for the app to communicate standardized typography and interface components for a clear user experience

Math Instructor & Grader

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

- Collaborate with children ages 4-14 to facilitate each child's understanding of mathematics from basic to advanced levels
- Graded math HW and tests to help students better understand their mistakes and evaluate how they can improve
- Identified starting point of newly enrolling students by observing how the child approaches solutions to design an individualized lesson plan addressing each child's needs
- Communicated with parents to give them feedback about their child's progress and classroom behaviors
- Organized the center's booklets and supplies to improve the center's efficiency, experience and productivity
- Researched different teaching methods to communicate with students of different temperaments and learning abilities

EDUCATION

University of Washington Bothell

B.A. Interactive Media Design   Jun 2021