

# Jennifer Mai UX & CONTENT DESIGNER



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## SUMMARY

UX professional with 4+ years of experience organizing digital assets and content systems. Skilled in metadata, information architecture, and collaboration to create clear, accessible, and scalable content. Background in game design and interactive media with a focus on user-centered organization.

## EXPERIENCE

### Freelance UX Designer

W.T.P.C.G., [A-M-V.Org](https://www.A-M-V.Org), Strong Suit Games Jul 2021 - Present

- Organize and manage libraries of (est.) 3000+ digital assets ensuring consistent structure, naming, and usability across system implementations
- Restructure IA & content categorization to improve discoverability
- Conduct content audits to identify gaps, inconsistencies, & opportunities for improved organization
- Support shared digital asset usage by managing organized systems & ensuring appropriate access for collaborators
- Create UI storyboards, wireframes, & assets depending on project scope & requirements
- Prepare and deliver organized design and content assets for developer handoff, ensuring clarity and accuracy
- Collaborate with developers and stakeholders to align on content structure, workflows, and implementation needs
- Document workflows and systems to support long-term manageability

### Quality Assurance & Content Designer

Sitefluence Inc. Mar 2023 - Oct 2023

- Managed 100+ digital content and metadata of within Sitecore CMS, ensuring assets were properly structured, tagged, and easily retrievable
- Reviewed and validated digital assets across web and mobile platforms to ensure consistency, accuracy, and alignment with design system standards
- Identified, tracked, and reported bugs affecting assets and user experience across systems
- Collaborated with cross-functional teams to support smooth content updates and releases
- Improved QA workflows by identifying inefficiencies and supporting more reliable validation and release of digital content

## ADDITIONAL EXPERIENCE

### Teacher

Huntington Learning Center, Issaquah, WA Apr 2025 - Present

- Organized structured learning materials and digitally tracked progress across multiple students
- Communicated clearly with staff and families to maintain consistency and alignment

## SKILLS

### DIGITAL ASSETS & CONTENT MANAGEMENT

- Digital Asset Management & Documentation
- Complex Information Architecture
- Naming Conventions
- Iterative Content & Design Improvement
- Scalable UI Systems
- Design System Foundations

### STRATEGY & COLLABORATION

- Cross-Functional Coordination (Design, Engineering, Stakeholders)
- Workflow Documentation & Process Improvement
- Digital Asset Handoff & Implementation
- Qualitative Research
- Design Rationale
- Constructive Feedback

### TOOLS & SYSTEMS

- Sitecore CMS
- Adobe Creative Cloud
- Figma, FigJam
- Miro, Lucid
- BrowserStack
- Microsoft Office / Google Workspace
- HTML, CSS (basic)
- Windows & macOS

### MEDIA & TECHNICAL

- Familiar with image, video, & web file formats (e.g. .mp4, .mov, .png, .svg)
- Basic understanding of compression & optimization
- QA testing
- Validation

### OTHER SKILLS

- Human-Centric Approach
- Storytelling
- English (Native)
- Vietnamese (Bilingual)

## 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