

# Jennifer Mai

PRODUCT DESIGNER



[jennthmai.com](http://jennthmai.com) [jennthmai@gmail.com](mailto:jennthmai@gmail.com) [linkedin.com/in/jennthmai](https://www.linkedin.com/in/jennthmai)

## SUMMARY

I am a product designer with 3+ years of experience designing mobile and web 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

### DESIGN

User Experience Design, Interaction Design, Visual Design, Design Thinking, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups, Mobile & Web Design

### RESEARCH

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

### TOOLS

Figma, Mural, Lucidchart, MS Office, MS Teams, Browserstack, Canva, Slack, Zoom, Photoshop, Premiere Pro, Illustrator, Adobe XD, HTML, CSS, JQuery (working knowledge)

### VISUAL DESIGN

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

### OTHER SKILLS

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

## EDUCATION

University of Washington Bothell

B.A. Interactive Media Design | Jun 2021

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

# Jennifer Mai

PRODUCT DESIGNER

 [jennthmai.com](http://jennthmai.com)  [jennthmai@gmail.com](mailto:jennthmai@gmail.com)  [linkedin.com/in/jennthmai](https://www.linkedin.com/in/jennthmai)



## 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 the 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

- Collaborated 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