

Jennifer Mai

PRODUCT DESIGNER



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SUMMARY

Product Designer with 4+ years of experience designing web platforms, engagement-focused experiences, and scalable UI systems. Skilled in user research, workflow optimization, and systems thinking to improve product adoption and long-term user engagement. Experienced partnering with engineers and stakeholders to deliver solutions that balance business goals, user needs, and technical constraints. Strong foundation in interaction design with a background in learning and game design principles that support discovery, motivation, and sustained use.

EXPERIENCE

UX Designer

Freelance (W.T.P.C.G., A-M-V.Org, Fire Opal Media)

Jul 2021 - Present

- Lead product design for a high-traffic content platform (800k+ users), redesigning core workflows and information architecture to improve content discovery and ongoing engagement
- Identify navigation and adoption issues through research, leading to redesigned onboarding flows that reduced user confusion and improved task completion
- Conducted usability tests and behavioral observation to iterate on engagement-driving features that supported retention
- Design end-to-end user flows supporting repeat usage and content follow-up
- Built and refined reusable UI components and interaction patterns in collaboration with developers to support consistency and scalable implementation across the platform.
- Collaborate with stakeholders to prioritize features based on user needs, technical constraints, and business impact

Quality Assurance & Content Designer

Sitefluence Inc.

Mar 2023 - Oct 2023

- Evaluated cross-platform user workflows across web and mobile products to ensure usability, accessibility, and consistency with design standards
- Improved content discoverability and engagement by supporting SEO-informed information architecture and page experience enhancement across client websites in Sitecore
- Partnered with designers, developers, and stakeholders to define UX requirements and acceptance criteria, ensuring scalable and consistent user workflows across releases
- Improved QA processes by researching and recommending testing methodologies to enhance efficiency and reliability of releases

ADDITIONAL EXPERIENCE

Teacher

Huntington Learning Center, Issaquah, WA

Apr 2025 - Present

- Adapted instruction based on individual learning needs, reinforcing structured problem-solving and confidence-building
- Communicated progress and behavioral insights with staff and parents to support continuous improvement

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

SKILLS

PRODUCT & UX METHODS

Systems Thinking, Workflow Optimization, Journey Mapping, Information Architecture for Complex Data, Engagement Design, Feature Prioritization, Iterative Design, Usability Testing, Scalable UI Systems, Component Libraries, Design System Foundations

STRATEGY & COLLABORATION

Product Discovery, Qualitative Research, Workflow Breakdown Analysis, Stakeholder Alignment, Design Rationale and Storytelling, Cross-team Collaboration

TOOLS

Figma, FigJam, Miro, Lucid, Google Surveys, BrowserStack, Sitecore CMS, HTML, CSS, basic JavaScript, Adobe Creative Cloud

OTHER SKILLS

Human-Centric Approach, Constructive Feedback, English (Native), Vietnamese (Bilingual)