

Jen Rand

UX DESIGNER | PRODUCT DESIGNER

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SUMMARY

I am a diligent designer creating web and mobile experiences focused on ease and joy. I bring a fresh perspective to user experiences to eliminate inefficiencies. My background in the entertainment and wellness industries provides me with a wealth of experience working with diverse groups of stakeholders. I thrive in a collaborative environment as both a generous team player and supportive leader committed to helping everyone rise. I rely on the research to transform customer needs and business goals into engaging and impactful user experiences. I tap into my extensive performance roots to weave user stories to illustrate the why behind all design innovations.

SKILLS

Design Tools: Sketch, Figma, Adobe XD, InVision, Marvel, Illustrator, InDesign, Photoshop, Affinity

Technical Tools: UserZoom, Monday, Azure DevOps, Optimal Workshop, Google Suite, MS Office, Slack, Zoom, Miro, Trello

Additional Skills: Time Management, Problem Solving, Presentation Skills, Public Speaking, Design Systems, Agile Methodologies, Prototyping, Wireframing, User Flows, Usability Principles, Moderated and Unmoderated Testing, Journey Maps

EXPERIENCE

Senior UX Designer, AT&T | *August 2021 - present*

Contracted to leverage user research and UX/CX best practices to elevate the native app conversion value stream and commerce experiences as well as the team's systems and processes.

- Support the advancing maturity of the Native app UX/UI design team as a member of the internal CX Native App Strategy team
- Define and evolve the current myAT&T Native app information architecture utilizing Adobe Analytics as well as UserZoom studies including but not limited to surveys, card sorts, and quarterly benchmarks
- Simplify complex user tasks creating delightful user experiences as a product designer
- Mentor UI designers moving from web design to Native app design
- Collaborate with stakeholders across disciplines and across the globe within an Agile framework
- Deliver wireframes, journey maps, user flows, site maps, competitive analysis and more to support and document user experience and design choices
- Develop organizational schema for Figma to alleviate confusion/errors and preserve file performance

UX Designer, Better Mankind, Inc | *March 2021 - July 2021*

Contracted to take the Dolo app through rebranding including new features, user experience upgrades, and UI enhancements.

- Utilized latest mobile design trends in preparing the new rebranded app for Native launch

- Facilitated cross-functional communication as Product Owner within an Agile team using Scrum methodology
- Prioritized features and enhancements based on impact and complexity
- Built out user stories and acceptance criteria defining and documenting requirements
- Advocated for the user in all stakeholder meetings

User Experience Design Strategist, Children's Screen Time Action Network | *Dec 2020 - Feb 2021*

Contracted to leverage quantitative and qualitative research data to visually express customer experience workflows and provide design recommendations and prioritization roadmap.

- Iterated to improve information architecture and navigation in Resource Library
- Designed strategies to increase the membership conversions from Resource Library visitors
- Articulated design rationale and how we can add value to the product

UX Designer, Rebolet | *October 2020*

Contracted for a three week sprint delivering B2C eCommerce desktop and mobile responsive designs meeting business goals and needs.

- Designed human-centered solutions with high fidelity wireframes, interactive prototypes, and mock-ups
- Expanded design system to ensure visual cohesion, accessibility, and engineering efficiency
- Conducted extensive user research, competitor reviews, and usability testing
- Collaborated with a cross-functional team and multiple stakeholders on a tight deadline

Studio Manager, Modo Yoga Seattle | *November 2016 - September 2020*

Community leader and small business unicorn handling multiple facets of studio operations.

- Designed processes and procedures to support a growing people-centered business
- Crafted effective internal and external communications including all marketing
- Utilized design systems and brand guidelines to uphold consistency and brand integrity
- Prioritized and balanced multiple projects

Media Manager, Technical Tools of the Trade | *January 2015 - January 2017*

A major contributor to founding a technical theater training program including collective knowledge sharing and building out new processes..

- Designed (including copywriting) website, newsletter, and social media content
- Provided expert public relations with effective written and verbal communication

PROJECTS & ACCOLADES

[Alumni Hackathon Winner \(2020\)](#) - ux designer in an 8-person cross-functional team

[Spec Project: YouTube Music feature addition](#) - 3-week sprint using existing design system

[Spec Project: eCommerce Pets N' Stuff](#) - research and design including information architecture

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Theatre Arts, University of Minnesota - Twin Cities Campus | *2004*

User Experience Design Certification, Full Time Immersive, General Assembly | *2020*