

Jen Rand

UX & PRODUCTION DESIGN LEADER

jen.rand@gmail.com

612-201-6519

Bremerton, WA 98312

[LinkedIn:@jen-rand](https://www.linkedin.com/in/jen-rand)

jenrand.com/Portfolio

SUMMARY

User experience and Production Design Leader with a proven track record guiding multidisciplinary teams through high-volume, high-impact initiatives. Adept at building and scaling systems for visual QA, annotated handoff, and cross-functional collaboration. Passionate about design craft, AI-assisted workflows, and continuous learning. Recognized for mentorship, team culture-building, and bridging design with development to deliver precise, user-centered outcomes that drive strategic value.

SKILLS & TOOLS

UX & Production Tools: Figma, Adobe Creative Suite, AfterEffects, Sketch, Protopie, XD, InVision, UserZoom, UserTesting

Workflow & Collaboration: Jira, Azure DevOps, Asana, Google Suite, MS Office, Teams, Slack, Zoom, Miro, Trello, Mural

Focus Areas: Design systems, visual QA, production handoff, annotated file protocols, versioning, AI in design ops, cross-functional mentorship

EXPERIENCE

Lead UX Designer, AT&T, Mobile App Team | *August 2021 - present*

Promoted from Senior UX Designer in June 2022

Drive UX and production design strategy for flagship features in the myAT&T native app. Shape design systems, lead visual QA efforts, and foster collaboration across design, content, research, and engineering.

- Set file structures and annotation protocols to streamline handoff and reduce production defects
- Led visual QA implementation, increasing consistency across component states, platforms, and releases
- Crafted intuitive, inclusive experiences for billing/payments, account management, and network support
- Evolved mobile IA using research synthesis, A/B testing, and usability studies
- Delivered complete UX documentation: high-fidelity comps, motion specs, user flows, wireframes, user journeys, and competitive audits
- Advocated for automation and AI tooling to scale consistency and reduce manual overhead in research and design

- Hosted weekly Open House for designers, researchers, and content strategists across the org—fostering mentorship, shared learning, and cross-team problem solving
- Mentored new hires and junior designers through onboarding, skill development, and stretch opportunities

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

Led a full rebrand of the Dolo app for native relaunch

- Acted as Product Owner in an Agile team, aligning priorities and communication across disciplines
- Defined user stories and documented UX requirements to guide implementation
- Delivered new UI components and interaction flows rooted in mobile design best practices

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

- Redesigned IA and navigation for the Resource Library to improve usability
- Created conversion strategies to drive member signups
- Communicated design rationale to stakeholders with research-backed visuals

UX Designer, Rebolet | *October 2020*

- Delivered responsive eCommerce experiences under sprint deadlines
- Expanded the design system and ensured accessibility and engineering alignment
- Led user research and usability testing for refinement

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

- Managed branding, customer experience, and operational growth
- Created all marketing content and visual communications

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

- Directed visual design, messaging, and outreach for a national technical training platform

Theater practitioner, independent | *August 2004 - January 2017*

- Designed scenic and visual narratives for stage and film under creative and technical constraints

EDUCATION & CERTIFICATIONS

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

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

User Experience Certificate, Nielsen Norman Group | *Apr 2025*

Certificate #1087090

AWARDS & RECOGNITION

AT&T Connection Awards (6 awards 2023-2025)

- **Win As One (May 2025):** Recognized for fostering connection and mentorship across the digital design org. Relaunched and led Mobile Apps Design Open House sessions uniting designers, researchers, and content strategists for collaboration and onboarding support.
- **Serve Customers First (Dec 2024):** Led high-volume initiatives across the myAT&T and Alchemy apps—blending UX, product, and customer insights for major feature rollouts. Praised for being “one part designer, one part product manager, and one part Nobel Peace Prize winner” for championing the user with data-backed solutions.
- **Win As One (Nov 2024):** Honored for cross-functional leadership, mentorship of three new UI designers and product partners, and guidance on high-impact projects such as Try AT&T Wireless, Speed Test (internet + wireless), and homepage network widgets. Recognized for creating a supportive team culture and accelerating value delivery across domains.
- **Win As One (Sep 2024):** Acknowledged for leading the Try AT&T Wireless eSIM initiative through MVP and national rollout stages. Successfully managed a multidisciplinary team amid organizational changes, while aligning UX strategy with product and business goals.
- **Serve Customers First (Jul 2024):** Spearheaded a two-year, research-led redesign of mobile app navigation to improve accessibility and inclusivity.
- **Win As One (Nov 2023):** Honored for cultivating inclusive team culture and applying a player-coach approach to cross-team success.