

JENNIFER DAY

SENIOR PRODUCT DESIGNER

JENNIFERLEEDAY.COM

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512.508.4013

EXPERIENCE

LEAFLY

Senior Product Designer | October 2021 – Present

Sole product designer for Leafly's iOS and Android applications. Responsible for gathering project specifications, researching and conceptualizing product designs, conducting user testing, facilitating development handoffs and completing design QA for new native features. Also participated in long-term product strategy and road mapping. Conducted an in-depth audit of native apps and prioritized platform and design recommendations in partnership with product management. Worked closely with design management to improve team processes. Utilized and contributed to extensive Design System library.

MALAUZAI SOFTWARE INC.

Senior UX Designer | October 2018 – October 2021

Lead designer on the User Experience Engineering team for Financial Institutions within North American Community Markets. Work closely with the Director of UX to ensure consistent user experience across several lines of business within the organization. Oversee workload for team of 5 designers. Track deadlines and deliverables on all projects and communicate progress to key stakeholders. Serve as main point of contact between the UX team and Product & Engineering groups. Conduct in-person end user and subject matter expert interviews and synthesize data for User Personas. Craft and facilitate both quantitative and qualitative user testing at various stages of the design process. Interview, hire and train new team members.

MALAUZAI SOFTWARE INC.

UX Designer | January 2015 – October 2018

Design and implement unique mobile and web applications for financial institutions. Work as design resource for Engineering, Product and Infrastructure teams. Create conceptual prototypes, wireframes and mockups for new application features and functionality. Assist with internal and external marketing collateral design. Provided art direction and visual design work to re-brand company and overhaul corporate website.

AW MEDIA INC.

Art Director & Advertising Designer | January 2012 - January 2015

Art direction and advertising design for *Austin Woman* and *ATX Man* magazines. Manage monthly ad collection and plan strategic placement within various publications. Create in-house advertising, e-newsletters, event branding and marketing materials. Work closely with sales staff for the creation of sales support materials. Assist Creative Director with production of editorial layout design and photoshoot styling. Manage Wordpress content including web ads, calendars and digital editions. Spearheaded re-design of *Austin Woman* including changing magazine size and format, new header design and department page layouts and website refresh.

SKILLS

Prototyping
UX & UI Design
User Research
Design Thinking
Visual Design
Art Direction
Branding
Basic HTML & CSS

TOOLS

Photoshop, InDesign, Illustrator, Experience Design & Acrobat
Figma
Jira
Confluence
Sketch
Xcode
Mural

EDUCATION

THE ART INSTITUTE OF SEATTLE

Associate of Applied Arts
in Graphic Design

AUSTIN COMMUNITY COLLEGE

Literature, History, Psychology
and Sociology