**JENNIFER D. TURNER**

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PROFESSIONAL SUMMARY

Dynamic and results-oriented Senior User Experience Designer with a strong background in delivering exceptional design solutions and leading cross-functional teams. Proficient in UX/UI design, project management, and collaboration, with a passion for creating intuitive digital experiences. Experienced in driving measurable results through targeted design strategies. Eager to leverage expertise to contribute to United Airlines' Core UX team and drive innovation in the travel industry.

DESIGNER’S TOOL BOX

UX/UI Design

Visual Design

Adobe Creative Suite

After Effects

Sketch

InVision

Axure

Figma

WordPress

Brand Development

Illustration

HTML/CSS

Bootstrap

Project Management

Budget Management

Presentations

WORK EXPERIENCE

**Principle UX Designer** My Preventive Health – Remote January 2023 - Present

* Led conceptualization and design of next-generation navigation schemes, patterns, components, and templates.
* Accelerated site development through rapid, iterative, and collaborative design processes, resulting in a 25% reduction in project timeline.
* Produced thorough documentation including design specifications, wireframes, sitemaps, and information architecture.
* Collected feedback from stakeholders to ensure alignment with marketing initiatives and target audience, resulting in a 15% increase in user engagement.

**Senior UX/UI/Interactive Designer** Cognizant – Remote October 2019-January 2023

* Collaborated with cross-functional teams to develop product roadmaps and execute design sprints in an Agile environment, resulting in a 20% increase in project efficiency.
* Designed wireframes, prototypes, and integrated digital experiences for web and mobile apps, contributing to a 30% improvement in user satisfaction scores.
* Collected feedback from stakeholders and utilized qualitative and quantitative data for value-driven design decisions, leading to a 25% decrease in user-reported issues post-deployment.
* Mentored junior designers and provided design support during development and execution, resulting in a 10% increase in team productivity.

**Senior Creative Design Architect** Houghton Mifflin Harcourt – Evanston, IL August 2015-June 2019

* Spearheaded collaboration with external agencies to execute animations, resulting in a 40% reduction in production costs while maintaining high-quality standards.
* Led creative teams in driving successful adoption of large-scale digital and print educational programs, achieving a 15% increase in user engagement.
* Created engaging interactions, animations, videos, wireframes, and prototypes using Adobe Creative Suite, Sketch, and InVision, contributing to a 20% improvement in user satisfaction ratings.
* Established and maintained a comprehensive design library, streamlining workflow efficiency by 37% and reducing project delivery time.
* Effectively communicated design concepts and value to clients, leading to a 25% increase in client satisfaction and successful project outcomes.

**Lead Interactive Designer** Staples – Lincolnshire, Illinois March 2014 – March 2015

* Played a pivotal role in Staples' in-house agency, focusing on Quill.com and Medical Arts Press.com, contributing to a 15% increase in website traffic and engagement.
* Created and maintained high-impact interactive designs for external website pages, content delivery, email campaigns, interactive digital marketing ads, lead capturing, and user interface, resulting in a 20% improvement in click-through rates.
* Collected feedback from stakeholders to ensure alignment with strategy, product requirements, and user needs, leading to a 25% decrease in user-reported issues.
* Crafted intuitive user experiences through prototyping, wireframing, and design specifications, resulting in a 30% reduction in bounce rates.
* Conducted quality assurance (QA) testing and interaction design for adaptive designs across mobile devices, ensuring a 20% increase in mobile conversion rates.
* Brainstormed, coordinated, and strategized with Digital, Print, and Photo teams to drive aligned creative through conception to completion for large campaigns across multiple channels, achieving a 25% increase in overall campaign ROI.
* Achieved a 28% increase in user engagement and conversions through targeted design strategies, resulting in a measurable revenue growth of 15%.

**Web and Email Supervisor** Quill.com Lincolnshire, Illinois May 2012 – March 2014

* Managed, directed, and mentored a diverse design team, fostering collaboration and ensuring seamless planning and execution of deliverables as well as contributed to their professional growth and development.
* Oversaw the design and implementation of various digital assets, including web and email applications.
* Designed and implemented direct email marketing campaigns, web layouts, and digital marketing campaigns.
* Created and maintained design specifications, wireframes, sitemaps, and information architecture.
* Fostered collaboration within the team and across departments to ensure seamless planning and execution.
* Prioritized empathy for the end-user, incorporating user research and feedback to inform design decisions.
* Effectively managed department freelance budgets to consistently deliver projects within allocated financial resources.

**Senior Web Designer (Ace Hardware)** RR Donnelley, Oak Brook, Illinois Jan 2010 – May 2012

* Conceptualized and developed interactive designs, landing pages, animations, infographics, prototyping, and advertisements for large campaigns, contributing to a 25% increase in campaign engagement metrics.
* Scoped projects and created design specifications, including sitemaps and information architecture, resulting in a 30% reduction in project turnaround time.
* Curated a comprehensive design library and maintained meticulous documentation, improving workflow efficiency by 40%. Streamlined web development processes by utilizing templates and collaborating with cross-functional teams, leading to a 20% decrease in production costs.
* Presented design concepts and solutions effectively, garnering a 15% increase in stakeholder satisfaction ratings.
* Established storyboard processes and trained counterparts at RRD Elgin on best practices, enhancing overall team performance by 20%.
* Utilized effective time management techniques to handle multiple projects, resulting in a 50% increase in overall team efficiency and a 25% improvement in project delivery timelines.

**EDUCATION**

HTML, CSS and Bootstrap Certification, NuCamp, 2023

Animation & Web Design, Westwood College Online, 2002 - 2006

Visual Communications, American Intercontinental University, Atlanta, Georgia 2000 – 2001

Graphic Design, Art Institute of Atlanta, Atlanta, Georgia 1998 – 2000