

JENNIFER BAUER

PRODUCT (UX/UI) DESIGNER

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SUMMARY

Product Designer (SaaS & Enterprise UX) with experience across B2B and B2C platforms, specializing in complex enterprise workflows, regulated environments, and customer-facing products. Proven ability to lead discovery, translate research into actionable product decisions, and collaborate closely with product managers and engineers to ship end-to-end user experience with measurable outcomes in usability, engagement, and efficiency. Background in visual and marketing design strengthens execution and design quality across the product lifecycle.

WORK EXPERIENCE

USER EXPERIENCE SPECIALIST (MID)

Boeing / Jeppesen – ForeFlight | Nov 2023 – Jan 2026

- Collaborate cross-functionally with product managers, designers, and developers to design user-centered workflows for aerospace software used by professional and recreational pilots in safety-critical environments.
- Lead user research, usability studies, and iterative design cycles efforts to identify friction in flight planning and in-flight experiences, translating insights into iterative design improvements.
- Owned end-to-end design from discovery through implementation using Figma and FigJam, partnered with developers to ensure successful technical implementation across a global user base.
- Contributed to post-launch improvements that increased feature engagement and usability (~60% improvement measured through product analytics and testing feedback).

UX / UI DESIGNER

Express Scripts / Cigna | Nov 2022 – Jul 2023

- Designed and tested enterprise healthcare platform workflows supporting large-scale user populations, navigating compliance, accessibility, and complex stakeholder requirements.
- Conducted moderated usability testing and synthesis to uncover friction points in core user flows, contributing to measurable gains in task success and user satisfaction (~45%).
- Partnered with product and engineering teams in an agile environment to align design solutions with technical constraints and delivery timelines.
- Produced wireframes, prototypes, and high-fidelity designs to support feature development, validation, and stakeholder alignment.

PRODUCT DESIGNER

WANDR | Jun 2022 – Aug 2022

- Led product design efforts for a time-bound engagement, focusing on user discovery, problem definition, and solution validation.
- Conducted user interviews, usability testing, and research synthesis to identify unmet user needs and prioritize design opportunities.
- Designed and prototyped end-to-end experiences in Figma, delivering concepts and rationale to cross-functional teams and senior leadership within a three-month timeline.
- Contributed to improvements in engagement and satisfaction (~25–30%) following research-driven design updates.

FREELANCE PRODUCT DESIGN

Product Designer | Aug 2022 – Jan 2025

Clients: Roamly / Outdoorsy, Roadtrippers / Roadpass

- Designed and tested product and lifecycle experiences across web and mobile platforms, supporting customer acquisition, retention, and engagement.
- Conducted user research and usability testing to inform design decisions, resulting in measurable improvements in satisfaction and engagement (25–45%).
- Collaborated with cross-functional partners to ensure design solutions aligned with product goals, technical constraints, and business timelines.

FREELANCE MARKETING & BRAND DESIGN

Digital / Visual Designer | Dec 2019 – Nov 2023

Clients: Vail Resorts, Camping World

- Led brand and visual design initiatives for large-scale marketing campaigns, ensuring consistency across digital channels.
- Introduced scalable templates and mobile-first designs, improving engagement among mobile users and increasing campaign efficiency.
- Partnered directly with creative directors and stakeholders to deliver solutions aligned with broader business and campaign objectives.

Earlier Career

Graphic & Visual Design

Companies: Kroger (King Soopers), Sports Authority, Coleman, Society for Mining, Metallurgy & Exploration

- Held senior and lead design roles across retail, sports, and industrial organizations, building a strong foundation in visual design, branding, and creative leadership.

EDUCATION

UX Design Certification — Springboard | 2022

Associate Degree, Graphic Design & Multimedia — Westwood College of Technology

SKILLS

Product & UX: Product discovery, problem framing, usability testing, user research, journey mapping, personas, interaction design, workflow design, iterative design, accessibility (WCAG), feature iteration, design systems collaboration, agile/scrum, ai-enabled product design

Collaboration & Leadership: Cross-functional collaboration, stakeholder management, design critique & feedback, design ownership, mentorship

Tools: Figma, FigJam, Sketch, Adobe Creative Suite, OptimalSort, Jira, Confluence, Asana, Google Analytics, Midjourney, Basecamp

Design: Wireframing, prototyping, UI design, mobile & web design, visual systems, service design