

JENNIFER BAUER

PRODUCT (UX/UI) DESIGNER

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Turning Complex Workflows into Intuitive, Data-Informed Experiences.

PROFESSIONAL SUMMARY

Product Designer (UX/UI) with a track record of delivering end-to-end, user-centered solutions across B2B and B2C platforms. Led discovery and redesign of complex flight-planning workflows at Boeing/Jeppesen, reducing user errors and accelerating design approvals. Improved enterprise workflow efficiency and accessibility at Express Scripts/Cigna, increasing task success by 45%. Combines research-driven design with cross-functional collaboration to create scalable, compliant products that improve usability and drive business outcomes.

SKILLS

Core Skills: User Experience (UX) Design, User Experience Research (Qualitative & Quantitative), Interface Design (UI), Design Thinking, Data-Informed Design, Usability Testing & Experimentation, Interaction Design & Workflow Design, Accessibility (WCAG), Journey Mapping & Personas, Wireframing & Prototyping, Design Systems & Scalable UI

Product & Collaboration: Product Discovery & Problem Framing, Cross-functional Collaboration, Stakeholder Management, Agile / Scrum Environments, Design Critique & Feedback, Feature Prioritization

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

WORK HISTORY

USER EXPERIENCE SPECIALIST (MID), 11/2023 - 01/2026

Boeing / Jeppesen–ForeFlight - Denver, Remote

- Collaborated cross-functionally with product, engineering, and stakeholders, using Jira for task tracking and FigJam for co-design to deliver user-centered UX and interface design solutions in safety-critical aerospace environments, which enhanced safety compliance and accelerated design approvals.
- Conducted user experience research through interviews, usability testing, and behavioral analysis to find friction points in flight planning and in-flight workflows, resulting in design changes that reduced user errors.
- Owned the end-to-end UX design process from discovery through delivery, applying Design Thinking and prototyping in FigJam while managing work items in Jira; the resulting prototypes earned positive stakeholder feedback and met project milestones.
- Drove post-launch optimization using product analytics and usability insights, improving feature engagement and usability by ~60% through data-informed design decisions

UX / UI DESIGNER, 11/2022 - 07/2023

Express Scripts/Cigna - Remote

- Designed and optimized enterprise workflows using UX and Interface Design best practices, balancing WCAG accessibility, compliance, and complex system requirements, which improved workflow efficiency and ensured regulatory compliance.

- Conducted User Experience Research (moderated usability testing, synthesis, insight generation) to improve task success and satisfaction by ~45%
- Partnered with product and engineering teams in an agile environment, using Confluence and Jira to align design solutions with technical constraints and delivery timelines, enabling on-time delivery of new features.
- Produced wireframes, prototypes, and high-fidelity designs in Figma to support feature development, validation, and stakeholder alignment, which accelerated design approvals and reduced iteration cycles.

PRODUCT DESIGNER, 06/2022 - 08/2022

WANDR - Remote

- Led product design for a two-month engagement, using FigJam for user-discovery workshops, defining problems, and validating solutions, which advised the design direction and secured stakeholder approval.
- Conducted 12 user interviews and usability tests, synthesizing findings in FigJam to pinpoint unmet needs and prioritize three high-impact 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, 08/2022 - 01/2025

Product Designer - Remote

- Managed design projects for Roamly/Outdoorsy and Roadtrippers/Roadpass, delivering web and mobile experiences that met client goals and boosted user satisfaction.
- Designed and tested product and lifecycle experiences for web and mobile using Figma and usability testing, which supported higher customer acquisition and retention.
- Applied User Experience Research and data-informed design to guide product decisions, improving engagement and satisfaction by 25–45% across web and mobile platforms
- Collaborated with cross-functional partners align design solutions with goals, ensuring timely delivery and meeting business timelines.

FREELANCE MARKETING & BRAND DESIGN, 12/2019 - 11/2023

Digital / Visual Designer - Remote

- Managed design projects for Vail Resorts and Camping World, delivering brand assets and visual concepts through Design Systems and Asana, which resulted in on-time delivery and high client satisfaction.
- 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.

EDUCATION AND CERTIFICATIONS

Figma Advanced Training Certification, BYOL: 04/2026

- Completed *Figma Advanced Training*, focusing on advanced components, auto layout, responsive systems, prototyping, and accessibility. Earned certification and merit recognition for perfect quiz performance.

Figma Essentials Certification, BYOL: 08/2024

- Completed *Figma Essentials Training* (BYOL), covering wireframing, component libraries, prototyping, responsive design, and collaboration workflows.

UX Design Certification, Springboard Bootcamp

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