

Jennifer Bauer

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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.

EXPERIENCE

Boeing / Jeppesen – ForeFlight

User Experience Specialist (Mid) | Nov 2023 – Present

- 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 Figlam, 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).

Express Scripts / Cigna

UX / UI Designer | 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.

WANDR

Product Designer | 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 | Jul 2021 – 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 Roles | 1998 – 2016

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

EDUCATION

Springboard — UX Design Certification | 2022

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

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

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