

JENNIFER BAUER

Product Designer | End-to-End Design • Research & Systems • Mobile & Web

Lakewood, Colorado, 80228 • 720-436-0436 • ejjbauer13@gmail.com
Portfolio: www.jennbauer.net • LinkedIn: www.linkedin.com/in/jennbauer2021

PROFESSIONAL SUMMARY

Product Designer (UX/UI) specializing in User Experience Design, User Research, and Interface Design across B2B and B2C platforms, with 5+ years of experience translating complex technical and business requirements into intuitive, developer-ready designs across enterprise workflows within regulated environments. Proven ability to lead discovery, synthesize qualitative and quantitative insights, and translate research into developer-ready designs that have driven 45–60% gains in engagement and task success. Skilled in Design Thinking, data-informed design, Figma, and design systems, with a strong visual and marketing design foundation that sharpens execution across the full product lifecycle. A collaborative partner to engineering and product, known for thorough handoffs and keeping teams aligned from first wireframe to launch.

SKILLS & TOOLS

Design Tools: Figma, FigJam, Figma Make, Sketch, Adobe Creative Suite, Midjourney.

Product & UX: Product design, UX problem solving, end-to-end product design, requirements gathering, interaction design, user research, usability testing, journey mapping, personas, information architecture, wireframing, high-fidelity UI, visual design, interactive prototyping, design systems, dashboard design, mobile app design, and web design.

Data & Analytics: Google Analytics, qualitative & quantitative research synthesis, A/B testing, OptimalSort.

Leadership & Collaboration: Cross-functional collaboration, stakeholder management, design critique, agile/scrum, Jira, Confluence, Asana, Basecamp.

Bonus: WCAG accessibility, AI-enabled product design (ChatGPT, Claude), Design Thinking & Design Sprints.

WORK HISTORY

USER EXPERIENCE SPECIALIST | JEPPESEN-FOREFLIGHT (BOEING) • 11/2023 – 01/2026 • REMOTE

- Owned the full UX design lifecycle for complex professional workflows, delivering wireframes, user flows, prototypes, and developer-ready specs from discovery through launch.
- Led user research sessions and usability testing, translating findings into design improvements that drove a 60% increase in feature engagement.
- Gathered and translated business and technical requirements into clear design solutions, documenting user stories and task priorities in Jira and Confluence to keep design and engineering fully aligned and eliminate ambiguity before work entered the sprint.
- Built and presented hi-fi Figma prototypes that accelerated stakeholder alignment and reduced revision cycles by making design rationale tangible and testable before development began.
- Maintained and extended design system components across a multi-platform product, improving visual consistency and reducing redundant design work as the product scaled.
- Led requirements gathering workshops with engineering, product, and business teams, translating outcomes into prioritized user stories and tasks in Jira to keep sprint kickoffs focused and on schedule.

UX / UI DESIGNER | EXPRESS SCRIPTS / CIGNA • 11/2022 – 07/2023 • REMOTE

- Designed and tested complex platform workflows and data-heavy dashboards for large client populations, applying WCAG accessibility standards to translate strict compliance requirements into accessible, high-usability interfaces.
- Ran moderated usability testing and workshops to identify real friction points, then iterated through wireframes and prototypes to simplify flows without losing functionality, achieving a 45% improvement in task success and satisfaction.
- Gathered business and technical requirements through stakeholder interviews, user testing, and workshops, translating them into design specs, user flows, and UI artifacts that went directly into development with minimal revision.
- Partnered closely with software engineers, architects, and business leads throughout agile delivery cycles, from wireframes through final hi-fi designs, ensuring implementation matched design intent at every milestone.

FREELANCE PRODUCT DESIGN, Roamly/Outdoorsy, Roadtrippers/Roadpass • 08/2022 – 01/2025 • Remote

- Delivered end-to-end UX design for consumer web and mobile platforms, producing wireframes, site maps, user flows, personas, and interactive prototypes across multiple client engagements.
- Applied user research and data analysis to drive design decisions, resulting in 25-45% increases in engagement and satisfaction across clients.
- Collaborated directly with product, engineering, and stake holders to stay aligned on scope and priorities, delivering each engagement on time and within defined requirements.

PRODUCT DESIGNER | WANDR • 06/2022 – 08/2022 • REMOTE

- Led discovery for a fast-turnaround engagement, conducting 12+ user interviews and usability tests to identify the highest-impact opportunities and focus the design scope.
- Delivered end-to-end Figma designs and prototypes and presented the work to leadership, contributing to a 25-30% improvement in engagement and satisfaction.

SENIOR & LEAD BRAND/VISUAL DESIGNER | VAIL RESORTS, CAMPING WORLD, KROGER, SPORTS AUTHORITY, COLEMAN • 12/2019 – 11/2023 • REMOTE

- Applied and upheld brand standards across retail, hospitality, and outdoor organizations while building scalable visual systems. That foundation directly informs how I balance design quality with consistency in product work today.

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