

JENNIFER BAUER

Product Designer | Complex Systems • Workflow Optimization • UX + UI

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

PROFESSIONAL SUMMARY

I've spent the last five years designing for environments where getting it wrong actually matters. That means aviation software trusted by professional pilots, enterprise healthcare platforms, and complex B2C products. I work at the intersection of user research, engineering reality, and business goals, and I care just as much about what ships as what gets designed. My visual design roots mean I bring craft to every layer of the product.

SKILLS & TOOLS

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

Product & UX: Product discovery & problem framing, end-to-end UX design, interaction design, workflow design, usability testing, qualitative & quantitative research, journey mapping, personas, accessibility (WCAG), design systems, AI-enabled product design, agile/scrum.

Leadership & Collaboration: Cross-functional collaboration, stakeholder management, design critique & feedback, design ownership, feature prioritization, regulatory & compliance environments.

Design: Wireframing, prototyping, high-fidelity UI, mobile & web design, visual systems, service design.

WORK HISTORY

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

Boeing / Jeppesen–ForeFlight - Denver, Remote

- Owned end-to-end product design for safety-critical aviation workflows used by professional and recreational pilots globally, from discovery and research through engineering handoff and post-launch iteration.
- Led user research, moderated usability studies, and behavioral analysis to identify friction in flight planning and in-flight experiences, translating insights into design improvements that drove a 60% increase in feature engagement.
- Partnered daily with product managers and engineers in agile sprints (Jira, Confluence, FigJam) balancing user needs, FAA regulatory requirements, and technical constraints to ship high-quality, compliant features.
- Designed and validated interaction patterns and high-fidelity prototypes in Figma, accelerating stakeholder alignment and reducing design-to-approval cycles.
- Contributed to design system patterns to ensure consistency and scalability across a complex, multi-platform ecosystem.

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

Express Scripts/Cigna - Remote

- Designed and tested enterprise healthcare platform workflows supporting large-scale user populations, navigating WCAG accessibility standards, compliance requirements, and complex stakeholder environments.
- Conducted moderated usability testing and synthesis to surface friction in core user flows, contributing

to ~45% improvement in task success and user satisfaction scores.

- Translated complex system requirements into structured, accessible interfaces, reducing cognitive load and error rates across enterprise-level applications.
- Partnered closely with product and engineering in agile delivery cycles, producing wireframes, prototypes, and high-fidelity Figma designs to drive feature validation and stakeholder alignment.

FREELANCE PRODUCT DESIGN, 08/2022 - 01/2025

Roamly/Outdoorsy and Roadtrippers/Roadpass, Remote

- Led product design engagements for travel and outdoor platforms, delivering web and mobile experiences spanning customer acquisition, onboarding, and retention lifecycles.
- Applied user research and data-informed design strategies, increasing engagement and satisfaction by 25–45% across client platforms.
- Collaborated cross-functionally with product, engineering, and stakeholders to ensure alignment on priorities, technical feasibility, and delivery timelines.

PRODUCT DESIGNER, 06/2022 - 08/2022

WANDR - Remote

- Led discovery, problem framing, and solution design for a fast-paced 3-month client engagement, conducting 12+ user interviews and usability tests to identify unmet needs and prioritize high-impact opportunities.
- Designed end-to-end experiences and interactive prototypes in Figma, presenting design rationale to cross-functional teams and senior leadership, contributing to ~25–30% improvements in engagement and satisfaction.

BRAND & VISUAL DESIGN LEADERSHIP, 12/2019 - 11/2023

Vail Resorts, Camping World, Kroger (King Soopers), Sports Authority, Coleman - Remote

- Held senior and lead design roles across retail, sports, outdoor, and hospitality organizations. Built scalable design systems, led large-scale digital campaigns with mobile-first strategies, and developed a strong foundation in visual systems and creative leadership that continues to inform product design execution.

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