

JENNIFER BAUER

PRODUCT (UX/UI) DESIGNER

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SUMMARY

Product Designer with extensive experience designing SaaS and enterprise software for B2B and B2C platforms. Specializes in complex workflows, user research, and data-driven design decisions that improve usability, engagement, and efficiency. Proven track record collaborating with product managers and engineers to deliver end-to-end experiences from discovery through launch. Strong background in visual and interaction design ensures high-quality execution across the product lifecycle.

CORE SKILLS

Product Design: User research, usability testing, journey mapping, personas, information architecture, interaction design, prototyping, wireframing, design systems, accessibility (WCAG), A/B testing.

Collaboration : Cross-functional collaboration, stakeholder management, agile/scrum, design critique, mentorship.

Tools: Figma, FigJam, Figma Make, Sketch, Adobe Creative Suite, Optimal Workshop, Jira, Confluence, Google Analytics, Miro, Maze, ChatGPT, Claude, MidJourney.

WORK EXPERIENCE

USER EXPERIENCE SPECIALIST (MID)

Boeing / Jeppesen – ForeFlight | Nov 2023 – Jan 2026

- Led end-to-end product design for aerospace SaaS platform serving 500,000+ professional and recreational pilots in safety-critical environments.
- Conducted user research and usability testing to identify friction in flight planning workflows, translating insights into design improvements that increased feature engagement by 60%.
- Collaborated with aviation subject matter experts (SMEs), pilots, and developers to ensure designs met both regulatory requirements and real-world operational needs.
- Designed experiences across full user lifecycle from acquisition through retention, improving feature adoption for new users and increasing engagement for existing customers.
- Partnered with engineering teams to deliver accessible, compliant designs meeting industry safety standards, conducting regular design reviews to ensure technical feasibility.

UX / UI DESIGNER

Express Scripts / Cigna | Nov 2022 – Jul 2023

- Designed enterprise healthcare platform workflows for large-scale B2B and B2C user populations, navigating compliance, accessibility, and stakeholder requirements.
- Conducted moderated usability testing and research synthesis to identify friction points, resulting in 45% improvement in task success rates and user satisfaction.
- Collaborated with product managers, engineering teams, and scrum master in agile environment to align design solutions with technical constraints and delivery timelines.

- Created wireframes, prototypes, and high-fidelity designs supporting feature development and stakeholder alignment.

PRODUCT DESIGNER

WANDR | Jun 2022 – Aug 2022

- Led product discovery and design for SaaS client engagement, conducting user interviews and usability testing to identify unmet needs and prioritize opportunities.
- Designed and prototyped end-to-end user experiences in Figma, delivering concepts and rationale to cross-functional teams and executive leadership.
- Contributed to 25-30% improvement in user engagement and satisfaction through research-driven design updates.

FREELANCE PRODUCT DESIGN

Product Designer | Aug 2022 – Jan 2025

Clients: Roamly / Outdoorsy, Roadtrippers / Roadpass

- Designed product experiences across web and mobile platforms for SaaS companies, supporting customer acquisition, retention, and engagement.
- Conducted user research and usability testing to inform design decisions, achieving 25-45% improvements in user satisfaction and engagement metrics.
- Collaborated with cross-functional teams to ensure design solutions aligned with product goals, technical constraints, and business objectives.

FREELANCE MARKETING & BRAND DESIGN

Digital / Visual Designer | Dec 2019 – Nov 2023

Clients: Vail Resorts, Camping World

- Led visual design and branding initiatives for large-scale digital marketing campaigns across multiple platforms.
- Designed mobile-first experiences and scalable templates, improving mobile user engagement and campaign efficiency.
- Partnered with creative directors and stakeholders to deliver solutions aligned with business objectives.

EARLIER CAREER

Graphic & Visual Design

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

- Held senior and lead design roles building foundation in visual design, web design, branding, and creative leadership.

EDUCATION

Figma Essentials Certification | BYOL | 2024

UX Design Certification | Springboard | 2022

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