

JENNIFER BAUER

Senior Product Designer | UX/UI Designer

Enterprise & Consumer Products • Dashboards & Digital Experiences • Complex Workflows

Lakewood, CO • 720-436-0436 • ejjbauer13@gmail.com

Portfolio: jennbauer.net • LinkedIn: linkedin.com/in/jennbauer2021

PROFESSIONAL SUMMARY

Product and UX/UI Designer specializing in complex enterprise software, operational dashboards, internal tools, and customer-facing digital experiences across aviation, healthcare, travel, and insurance. Brings 20+ years of experience across product, UX/UI, and visual design, including an extensive background in retail and consumer-facing digital experiences.

Combines curiosity about how people work with a passion for simplifying complicated workflows and creating clear, intuitive interfaces. Works at the intersection of user research, engineering realities, and business goals, caring just as much about what gets built as what gets designed. Brings visual design craft to every layer of the product, from early concepts and interaction design to polished UI and developer handoff.

CORE COMPETENCIES

UX & Research

- User Research
- Usability Testing
- Product Discovery
- Journey Mapping
- Complex Workflows
- Human Factors

UI & Interaction

- UI Design
- Interaction Design
- Design Systems
- Information Architecture
- Dashboard Design
- Prototyping
- Mobile App Design

Collaboration

- Cross-Functional Collaboration
- Stakeholder Management
- Agile Product Development
- Developer Handoff
- Requirements Gathering
- Accessibility (WCAG)

TOOLS

- Figma
- FigJam
- Adobe Creative Suite
- Adobe Premiere
- Jira

- Confluence
- Optimal Workshop
- Customer.io
- Google Analytics
- Framer

- ChatGPT
- Claude / Claude Code
- Figma Make
- Granola
- Tally.io

PROFESSIONAL EXPERIENCE

Freelance Product & Digital Designer

Roadtrippers / Campendium + Independent Product Work | Remote

2026-Present

- Design digital experiences and marketing campaigns for travel and outdoor platforms focused on road-trip planning, campground discovery, and campsite booking.
- Create responsive web, email, social, and motion graphics, including a Times Square billboard developed using Figma and Adobe Premiere.
- Website Design & Prototyping: Design and build responsive websites using Figma and Framer, exploring AI-assisted workflows with Claude, Figma Make, and ChatGPT to move from concepts to interactive prototypes.
- Auto Collision Management App (Independent Project in development): Leading early-stage discovery for a O-to-1 application focused on collision repair workflows, developing role-specific surveys and gathering feedback from industry professionals to identify opportunities across estimating, parts coordination, repair tracking, and customer communication.

User Experience Specialist

Boeing / Jeppesen-ForeFlight | Remote

2023 - 2026

Designed enterprise aviation applications, operational dashboards, and specialized tools supporting airline dispatchers, pilots, maintenance teams, and procedure designers.

- Led UX design across complex aviation platforms, from SME interviews and workflow mapping to interaction design, usability testing, high-fidelity UI, and developer handoff.

- **NextGen Flight Planning:** Redesigned fragmented alert workflows into a centralized dashboard, helping airline dispatchers identify critical weather, aircraft limitations, and operational changes without navigating multiple screens.
- **ForeFlight Dispatch:** Designed customer-facing flight-planning workflows and decision-support interfaces for escape-route planning, fleet settings, terrain, alternate airports, and waypoint-based route selection.
- **Procedure Design:** Simplified legacy aviation tools and project dashboards by reorganizing fragmented workflows for procedure creation, obstacle evaluation, and LiDAR data review.
- **PlaneSight:** Designed aircraft maintenance dashboards and operational interfaces for assignments, aircraft status, maintenance history, and workflow tracking.
- Planned and conducted usability testing with aviation SMEs, identifying workflow gaps and refining navigation, information hierarchy, and interaction patterns before development.
- Collaborated with product managers, engineers, and distributed development teams to establish reusable UI patterns and maintain consistency across enterprise applications.

UX/UI Designer

Express Scripts / Cigna | Remote

2022 - 2023

Primary UX/UI designer modernizing a legacy enterprise healthcare platform spanning more than 30 modules.

- Redesigned data-heavy dashboards and internal tools supporting complex insurance, medication, provider, and coverage workflows.
- Improved task success by approximately 45%, based on usability testing with actual users.
- Simplified fragmented, popup-heavy interfaces by introducing contextual interactions that kept essential information and actions within the primary workflow.
- Established reusable UI patterns for dashboards, history tracking, notes, and change management, improving consistency across the platform.
- Conducted stakeholder interviews and usability testing, translating findings into user flows, interactive prototypes, and high-fidelity UI designs.
- Partnered with product managers and engineers to translate complex business requirements into clear, developer-ready solutions.

Senior Designer, Freelance

Roamly / Outdoorsy and Roadpass | Remote

2022-2025

- Designed digital and customer-facing experiences across travel planning, outdoor recreation, and insurance.
- Developed web, email, and marketing experiences supporting consumer engagement, brand awareness, and customer communication.
- Collaborated with stakeholders to translate business goals into clear, visually engaging digital experiences.

Product Designer

Wand | Remote

2022

- Worked on a mobile application, conducting discovery research and 12+ user interviews to understand user needs and identify opportunities to improve the experience.
- Translated research findings into mobile user flows, wireframes, and interactive prototypes, focusing on intuitive navigation and interactions.
- Presented mobile design concepts and recommendations to stakeholders and leadership.

Senior Visual, Brand & Retail Design Experience

Vail Resorts, Camping World, SME, Sports Authority, Coleman, Kroger | Remote

2001-2023

- Bring 13 years of retail design experience across nationally recognized consumer brands, supporting digital marketing, e-commerce, and customer-facing experiences.
- Designed promotional campaigns, websites, email marketing, social media, and branded digital assets across retail, outdoor, and travel industries.
- Developed visual systems and reusable design patterns to maintain consistency across digital channels and customer touchpoints.
- Collaborated with marketing teams and stakeholders to translate campaign objectives into engaging, production-ready creative.

EDUCATION & CERTIFICATIONS

- Continuing Education: BYOL, Uxcel, Memorisely, and ongoing training in AI-assisted design, ChatGPT, Claude, and interactive prototyping.
- Springboard – UX Design Certification, 2022
- Westwood College of Technology – AAS, Graphic Design & Multimedia