

# JENNIFER BAUER

## PRODUCT (UX/UI) DESIGNER

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### SUMMARY

Product Designer (UX/UI) specializing in User Experience Design, User Experience Research, and Interface Design across B2B and B2C platforms. Experienced in Design Thinking, data-informed design, and complex enterprise workflows within regulated environments. Proven ability to lead discovery, synthesize qualitative and quantitative insights, and translate research into scalable product solutions that improve usability, engagement, and efficiency. Strong cross-functional collaborator with a background in visual and marketing design, enhancing execution across the full product lifecycle.

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### WORK EXPERIENCE

#### USER EXPERIENCE SPECIALIST (MID)

Boeing / Jeppesen–ForeFlight | Denver/Remote | Nov 2023 – Jan 2026

- Collaborated cross-functionally with product, engineering, and stakeholders, using Jira for task tracking and FigJam for co-design to deliver user-centered UX and interface design solutions in safety-critical aerospace environments, which enhanced safety compliance and accelerated design approvals.
- Conducted user experience research through interviews, usability testing, and behavioral analysis to find friction points in flight planning and in-flight workflows, resulting in design changes that reduced user errors.
- Owned the end-to-end UX design process from discovery through delivery, applying Design Thinking and prototyping in FigJam while managing work items in Jira; the resulting prototypes earned positive stakeholder feedback and met project milestones.
- Drove post-launch optimization using product analytics and usability insights, improving feature engagement and usability by ~60% through data-informed design decisions

#### UX / UI DESIGNER

Express Scripts/Cigna | Remote | Nov 2022 – Jul 2023

- Designed and optimized enterprise workflows using UX and Interface Design best practices, balancing WCAG accessibility, compliance, and complex system requirements, which improved workflow efficiency and ensured regulatory compliance.
- Conducted User Experience Research (moderated usability testing, synthesis, insight generation) to improve task success and satisfaction by ~45%
- Partnered with product and engineering teams in an agile environment, using Confluence and Jira to align design solutions with technical constraints and delivery timelines, enabling on-time delivery of new features.
- Produced wireframes, prototypes, and high-fidelity designs in Figma to support feature development, validation, and stakeholder alignment, which accelerated design approvals and reduced iteration cycles.

#### PRODUCT DESIGNER

WANDR | Remote | Jun 2022 – Aug 2022

- Led product design for a two-month engagement, using FigJam for user-discovery workshops, defining problems, and validating solutions, which informed the design direction and secured stakeholder approval.
- Conducted 12 user interviews and usability tests, synthesizing findings in FigJam to pinpoint unmet needs and prioritize three high-impact 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** | Remote | Aug 2022 – Jan 2025

- Managed design projects for Roamly/Outdoorsy and Roadtrippers/Roadpass, delivering web and mobile experiences that met client goals and boosted user satisfaction.
- Designed and tested product and lifecycle experiences for web and mobile using Figma and usability testing, which supported higher customer acquisition and retention.
- Applied User Experience Research and data-informed design to guide product decisions, improving engagement and satisfaction by 25–45% across web and mobile platforms
- Collaborated with cross-functional partners align design solutions with goals, ensuring timely delivery and meeting business timelines.

## FREELANCE MARKETING & BRAND DESIGN

**Digital / Visual Designer** | Remote | Dec 2019 – Nov 2023

*Clients: Vail Resorts, Camping World*

- Managed design projects for Vail Resorts and Camping World, delivering brand assets and visual concepts through Design Systems and Asana, which resulted in on-time delivery and high client satisfaction.
- 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.

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## EDUCATION

**Figma Essentials Certification**, BYOL: 2024

**UX Design Certification**, Springboard Bootcamp: 08/2022

**Associate Degree, Graphic Design & Multimedia**, Westwood College of Technology: 05/2002

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## SKILLS

**Core Skills:** User Experience (UX) Design, User Experience Research (Qualitative & Quantitative), Interface Design (UI), Design Thinking, Data-Informed Design, Usability Testing & Experimentation, Interaction Design & Workflow Design, Accessibility (WCAG), Journey Mapping & Personas, Wireframing & Prototyping, Design Systems & Scalable UI

**Product & Collaboration:** Product Discovery & Problem Framing, Cross-functional Collaboration, Stakeholder Management, Agile / Scrum Environments, Design Critique & Feedback, Feature Prioritization

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