

Jen Allen

UX/UI Designer | Photographer | Videographer

PROJECT EXPERIENCE

UX/UI App Design, BusyBus (Solo Design)- Thinkful, LLC

Researched user needs to determine the best option for solving the problem of having multiple bus routes at one stop. Performed UX Research, UI Design, and project management to deliver a high fidelity mock-up within the project deadline.

Project Manager, UX Researcher & Testing Facilitator, NutriGene (Team Design)- Thinkful, LLC

Utilized qualitative and quantitative research for health-based DNA meal planning app. Organized and delegated tasks for team members, created and conducted usability testing guide and procedures, procured usability testing results and collaborated to prepare presentation for client and stakeholders.

PROFESSIONAL EXPERIENCE

Front End Web Design & Marketing, Clockwork Synergy, LLC—*Ellicott City, MD/virtual*

MAY 2015 - CURRENT (CONTRACT)

Manage and maintain over 3,000 listings and product data across platforms: Woocommerce, EBay, and Amazon. Provide customer service and UX design for workflow and product management. Plan, shoot, and edit marketing content media, including product photography, copywriting, and specifications.

Web & Graphic Designer, Jaxon Edwin— *Ellicott City, MD/virtual*

MAY 2019 - AUGUST 2020

Created and managed menus using Adobe Illustrator and TouchBistro. Managed website and created content and photography for Shopify.

E-Commerce Manager & Photographer, Southern Grace—*Carrollton, TX*

JUNE 2019 - SEPTEMBER 2019

Photographed and published product photography for use on websites and within catalog. Oversaw product management on various platforms: Shopify, Amazon, Ebay, and Etsy. Utilized email campaigns and google analytics for marketing.

EDUCATION

Thinkful, Online— *Certificate of Completion*

MAY 2020 - OCTOBER 2020

UX/UI Design Immersion

Towson University, Towson— *BFA Digital Art & Design*

JANUARY 2014 - JUNE 2018

Concentration in Web Design & Photography

PORTFOLIO LINKEDIN

METHODS

User research
Competitive analysis
User stories
User personas
User testing
UX design
UI design
Visual design
Branding
Prototyping
Mock-ups
Photography
Videography

LANGUAGES

HTML
CSS
JAVASCRIPT

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe Premier Pro
Adobe Lightroom
Figma
Maze.design
Canon/Nikon
Camera
Alienbee Strobe