

JUHEE JAIN

10+ years experience | 50+ products & features launched | 25 million users served

Experienced product design leader with a strong background in user-centered design, design strategy and design systems skilled in leading cross-functional teams to develop and launch successful products and features across multiple platforms. Proficient in design tools and methodologies, including: Figma, Sketch, Agile, and Lean UX

Portfolio: www.juheejain.com | **Password:** saveearth

EXPERIENCE

Freelance Designer, Juhee Jain Design LLC | 2018-PRESENT

Over +200 design projects completed (SaaS, B2B & more), highlights include:

- **The Knot:** Led & executed the registry feature re-design, resulting in an est. +9% higher engagement rate
- **Vibrent Health:** Pioneered a kiosk design that enabled users to measure key health metrics (later pitched to NIH)

UX Design Lead, Capital One | FEB. 2022 - OCT. 2022 (CONTRACT)

- Led cross-functional teams (engineering, product, & business teams) to define and design 5+ new product features, ensuring alignment with business goals and user needs
- Advocated for the user through human-centered design methods including: discovery, ideation, and 10 user testing studies
- Owned the holistic design process by designing innovative user flows, wireframes, journey maps, and interaction models including: low to high fidelity prototype assets for acceptance, development hand-off specifications, and delivery to market
- Contributed components to the internal design system, best practices, & guidelines
- Led and demonstrated effective storytelling and presentation of visual concepts to various stakeholders
- Ensured accessible interfaces and deliverables by designing with WCAG and inclusive UX patterns in mind

Lead UX Designer & Researcher, Total Brain | SEPT. 2020 - OCT. 2021

- Conducted almost 40+ user tests alongside gathering insights via customer feedback, metrics, and market segment analysis to learn about our users
- Collaborated with product managers, UX writers, engineers & scientists to understand and translate functional requirements into easy-to-use and thoughtful designs for over 20+ features (with 5-10% engagement increase on avg).
- Communicated design intent & rationale at various stages of the process with wireframes, flow diagrams, storyboards, mockups and prototypes
- Contributed to the company's design system, & maintained detailed user-interface specifications for mobile, tablet, web, iOS, and Android design patterns
- Optimized design workflows and feedback loops for efficiency and effectiveness

Product Design Lead, Angie's List (formerly mhelpdesk) | JAN. 2019 - OCT 2019

- Established and improved internal design processes which led to increased efficiency within product & engineering teams
- Implemented a cohesive user research strategy to increase user & app engagement
- Spearheaded the apps payments & Square integration flow resulting in an est. +19% higher engagement rate

Content Designer, Heart Rhythm Society | FEB. 2017 - FEB. 2018 (CONTRACT)

- Created all digital marketing content alongside video editing and maintaining a strong multi-channel brand presence

Lead Graphic Designer, Sustain Creativity | MARCH 2015 - MARCH 2016

- Managed creative strategy, client relations & cross-channel social media presence, growing brand engagement by 300%; executed +100 web and marketing design projects

Lead Graphic Designer, EMDO Entertainment (freelance) | MAY 2012 - FEB 2014

- Executed +50 marketing, brand, and web design projects for entertainment events

CONTACT

703.889.0305

juhee.jain@gmail.com

SKILLS

Design: Across iOS, Android, Web, Tablet, Information Architecture, Low & High-fidelity Wireframing, Rapid Prototyping

Tools: Figma, Sketch, HTML, CSS, Adobe Creative Suite (Photoshop, Illustrator) Invision, Proto.io, Zeplin, AdobeXD, JIRA, Confluence

User Research: Competitive Analysis, User Stories & Personas, User Interviews, Affinity Mapping, A/B Testing, Surveys

Languages: English, Hindi, Spanish (basic)

EDUCATION

BA, Psychology and Fine Arts,
Digital Media Concentration
George Washington University

CERTIFICATIONS

Product Design, *Udacity*
UI/UX Design, *Thinkful*
Web Design, *Skillcrush*
Web Design, *Google*
INBOUND, *Hubspot*

VOLUNTEERING

Mentor, SHINE Program,
AIGA
Speaker, *Dreamwalkers*
Design Mentor,
Entrepreneurship Program,
Gallup