

# 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](http://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](mailto: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*