



# Jennie Ahn



Portfolio  
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## EXPERIENCE

### UX Researcher

Purpose Design | Jun 2024 - present | Remote, Los Angeles, CA

- Collaborated with four team members to distill data from 5 User Interviews on behalf of Aire Labs.
  - Live transcribed notes during interviews alongside another Researcher, categorizing snippets into 5 themes: Overview, Responsibilities, Challenges, Risks and Final Thoughts.
  - Distilled insights by each individual, then as a group to synthesize aggregated data into top 5 key insights from an aggregated 400 notes, revealing key pain points.
  - Insights were translated into 2 Empathy Maps and 2 User Personas, from 5 participants.
  - Delivered a Research Presentation and correlated artifacts based on findings.
- Project was approved for another round of User Interviews after presentation.

### Product Design Consultant (Kaleidos Mobile App)

Jxahn | May 2024 | Remote, Los Angeles, CA

- Developed Kaleidos, an iOS social events booking platform that aims to increase the conversion of event invites to attendees
- Researched the impact of social anxiety and factors that negatively affect event attendance through secondary research, surveys and interviews.
- Designed a Hi-fidelity prototype that offers strategic opportunities to enhance user insights. i.e. weak user perception of social events booking apps.

### Product Design Consultant (\$POT Mobile App)

Jxahn | Jun - Dec 2023 | Remote, Los Angeles, CA

- Developed SPOT, a gamified crowdfunding iOS mobile app concept assisting the shelter animal crisis through Figma and user research methodologies.
- Conducted extensive secondary research, guerrilla testing and usability testing to understand pain points in the animal shelter crisis and offer a unique digital solution. Utilized data from testing into a high-fidelity prototype that showcases gamification, monetization and a transparent funding platform as a solution.

### UX/UI Designer (CityPups Website)

Jxahn | March 2024 | Remote, Los Angeles, CA

- Ran a 5-day modified GV design sprint to concept a website prototype that increases quality pet adoptions for urban users.
- Utilized User Journey Mapping, Storyboarding, Lightning Demos, Crazy 8's, and Five Act Interviews to inform development of a web-based prototype through Marvel app.

### Creative Designer

Rubies | 2007-2019 | Carlsbad, CA

- Designed 300+ youth and adult costumes annually for collections sold across mass market retail channels: Target, WalMart, Hot Topic and Party City.
- Spearheaded West Coast creative collection concepts for upcoming year, driven by annual sales meeting feedback, designed final selection costumes.
- Inspired mass use of Converse in catalogs and photoshoots to update and personalize brand image.

## SKILLS

### UX/UI Design

Design Thinking  
Design Sprint  
User Flows/Journeys  
Information Architecture  
Sketching  
Wireframe  
Visual Design  
Hi-Fi Prototyping

### UX Research

Secondary Research  
Empathy Map  
User Personas  
Affinity Mapping

### Creative Design

Concept Art  
Digital Design  
Branding & Identity  
Fashion Illustration  
Character Design  
Visual Development

## TOOLS

Adobe PS, AI, Lr  
Figma + FigJam  
Miro  
Dovetail  
ProCreate

## EDUCATION

### BFA Illustration

Art Center College  
of Design  
Pasadena, CA

### UX/UI Design

Certification  
Springboard 2024  
Remote