



Jessica S. Kainu
User Experience & Visual Design

Skills

Sketching	Persona Creation	In-Vehicle Design	Web Design	Balsamiq
Wireframes	Content Strategy	Mobile App Design	Mac	Sketch
Site Maps	HTML5	Usability Testing	Windows	
Interactive Prototypes	CSS3	User Research	Axure	

Experience

SEPTEMBER 2016 - PRESENT

General Motors, Detroit, MI - User Experience Designer

- Developing project briefs for stakeholders
- Benchmarking and performing preliminary research in order to define key user scenarios and create personas and user journeys
- Sketching concepts for suggested and researched feature ideas
- Reviewing sketches and UI with stakeholders
- Performing user testing not limited to: usability testing, card sorting, tree testing
- Creating interactive prototypes as well as annotated wireframes for use in development
- Working on in-vehicle apps as well as the myChevrolet mobile app

DECEMBER 2014 - SEPTEMBER 2016

CDK Global, Detroit, MI - Web Design Specialist II

- Working with automotive OEM clients from Infiniti and MINI to improve websites according to client goals and user needs
- Consulting with client advocates on site design, page layout, and ideas the client presents
- Using Adobe CC tools (Dreamweaver, Photoshop, and Illustrator) to design hundreds of unique assets including slides and layouts
- Testing new-trainee design and code work, making sure they meet quality standards
- Cross platform/browser testing to make sure code and designs appear consistently
- Nominated for STAR Award (Jan 2016) - STAR awards are given to employees that go above and beyond

SEPTEMBER 2011 - PRESENT

Jessica Stasie, Various - Freelance Designer

- Providing consultative services for illustration and design (including web, print, and branding)
- Utilizing HTML, CSS, and Javascript to stylize web pages for clients
- Curating all illustration work for printing/packaging

AUGUST 2013 - NOVEMBER 2013

ROXO LLC, Sylvan Lake, MI - Graphic Designer

- Used Adobe products for product, social media, and web design
- Work on projects involving Disney, Nickelodeon, Cartoon Network, and Skechers
- Made presentations for many companies to sell ROXOs product, such as Kohl's and Claire's
- Created product display toppers that can be seen in Toys "R" Us, Kohl's, and Claire's
- Shot product photography for use in web, emails, and print materials
- Collaborated with the Lead Graphic Designer and Art Director about project direction

Education

2017 **Kent State University - MS**
Information Architecture (User Experience Design)

2012 **Grand Valley State University - BFA**
Art & Design (Illustration)