

Jessica S. Kainu



## User Experience & Visual Design

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### Skills

|                         |                   |                   |          |
|-------------------------|-------------------|-------------------|----------|
| Sketching               | Content Strategy  | Usability Testing | Balsamiq |
| Wireframing             | HTML5             | Web Design        | Sketch   |
| Site-Maps               | CSS3              | Mac               | InVision |
| Interactive Prototyping | In-Vehicle Design | Windows           |          |
| Persona Creation        | Mobile App Design | Axure             |          |

### Experience

AUGUST 2017 - PRESENT

#### Red Ventures, Fort Mill, SC - *User Experience Designer*

- User research including competitive analysis, user interviews, and aiding in moderated usability testing
- Persona and key task creation
- Facilitating in empathy mapping and participating in co-creation sprints
- Created internal program in order to streamline processes for sales managers
- Interactive prototyping
- Working on fintech with regards to credit cards, mortgages, and other financial services

SEPTEMBER 2016 - AUGUST 2017

#### General Motors, Detroit, MI - *User Experience Designer*

- Taking user stories to develop additional features into the myChevrolet mobile app
- Designing functionality for the myChevrolet mobile app
- Creating prototypes that are used for testing purposes
- Performing usability testing
- Presenting product briefs, wireframes, and prototypes to stakeholders

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
- Conducting usability testing on 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

### Education

2017

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

2012

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