

Jessica S. Kainu



User Experience & Visual Design

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Skills

Sketching	Content Inventory + Audit	Usability Testing	Balsamiq
Wireframing	Empathy & Journey Mapping	Web Design	Sketch
Site-Mapping	Information Architecture	Mac	InVision
Interactive Prototyping	In-Vehicle Design	Windows	HTML5
Persona Creation	Mobile App Design	Axure	CSS3

Experience

AUGUST 2017 - PRESENT

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

- Lead UX Designer on fintech with regards to credit cards, mortgages, loans, and other financial services
- User research including competitive analysis, user interviews, and aiding in moderated usability testing
- Created personas and key task creation based on user interviews
- Facilitating in empathy mapping and participating in co-creation sprints
- Led design and research on an internal program which streamlines processes for sales managers

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*

- Worked with automotive OEM clients from Infiniti and MINI to improve websites according to client goals and user needs
- Consulted with client advocates on site design, page layout, and ideas the client presents
- Used Adobe CC tools (Dreamweaver, Photoshop, and Illustrator) to design hundreds of unique assets including slides and layouts
- Conducted 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)*