



Jessica S. Kainu

User Experience & Visual Design

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Skills

User Research
Usability Testing
Information Architecture
Sketching
Wireframing
Site-Mapping
Persona Creation
Content Inventory & Audit

Interactive Prototyping
Empathy & Journey Mapping
Co-creation Sprinting
E-commerce
In-vehicle Design
Mobile App Design
Web Design
Adobe CC

Mac
Windows
Axure
Balsamiq
Sketch
InVision
HTML5
CSS3

Experience

AUGUST 2017 - PRESENT

Red Ventures, Charlotte, NC - User Experience Designer

- Working with multiple businesses including American Express, Bankrate, creditcards.com, and Novant Health
- Lead UX Designer on fintech with regards to credit cards, mortgages, loans, and other financial services and tools
- Creating personas and key tasks based on user research
- User research including competitive analysis, user interviews, moderated and unmoderated usability testing, guerrilla testing, and heuristic evaluation
- Debriefing stakeholders on research results as well as recommendations for next steps
- Creating interactive prototypes for testing with Sketch, InVision, and Justinmind
- Facilitating in empathy mapping and co-creation sprints
- Directed user research and created wires for corporate communications to improve their Careers subdomain
- Led design and research on an internal product which streamlines processes for sales managers
- Led learning and development presentations on topics such as working with creatives, what UX involves, tools to create navigation, and collaborating on content strategy

SEPTEMBER 2016 - AUGUST 2017

General Motors, Detroit, MI - User Experience Designer

- Worked on the myChevrolet app as well as in-vehicle apps
- Developed project briefs for stakeholders which defined deliverables and timeline
- Benchmarked and performed preliminary research in order to define key user scenarios
- Created personas and user journeys based on user research
- Sketched concepts for suggested and researched feature ideas
- Reviewed sketches and UI with stakeholders
- Performed user testing not limited to: usability testing, card sorting, tree testing
- Created interactive prototypes as well as annotated wireframes in Axure for use in development

DECEMBER 2014 - SEPTEMBER 2016

CDK Global, Detroit, MI - Web Designer

- Worked with automotive OEMs Infiniti and MINI to improve their dealership websites according to their business goals and user needs
- Consulted with clients on site design, page layout, and tool implementation
- Used Adobe CC programs (Dreamweaver, Photoshop, and Illustrator) to design unique assets including slides and page layouts
- Tested associate designer work as well as coaching to make sure they met quality standards
- Cross platform/browser tested to make sure code and designs were consistent
- Nominated for STAR Award (Jan 2016) - STAR awards are given to employees that go above and beyond

Education

2017

Kent State University - MS

Information Architecture (User Experience Design)

2012

Grand Valley State University - BFA

Art & Design (Illustration)