



Jessica S. Kainu
User Experience & Visual Design
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Skills

User Research	Site-Mapping	Empathy & Journey Mapping	In-vehicle Design	Axure
Usability Testing	Persona Creation	Co-creation Sprinting	Mobile App Design	Sketch
Information Architecture	Content Inventory & Audit	E-commerce	Web Design	InVision
Sketching	Interactive Prototyping	Agile	Adobe CC	JIRA
Wireframing	Empathy & Journey Mapping	Waterfall	Mac	HTML5
	Co-creation Sprinting	Voice Design	Windows	CSS3

Experience

SEPTEMBER 2018 - PRESENT

Kroger, Charlotte, NC - *User Experience Designer*

- » Writing and creating interactions for the Kroger voice assistant on Google Home and Smart Displays
- » Working in agile sprints
- » Designed a system to understand non-visual/voice products with spreadsheets that accompany storyboards
- » Designing and performing user interviews and usability tests
- » Creating and presenting usability test reports

AUGUST 2017 - AUGUST 2018

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

- » Worked 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
- » Created 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
- » Debriefed stakeholders on research results as well as recommendations for next steps
- » Created interactive prototypes for testing with Sketch, InVision, and Justinmind
- » Facilitated empathy mapping and co-creation sprints
- » Directed user research and redesign the Careers subdomain for corporate communications
- » 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, and tools to audit and create a navigation schemes

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 on architecture for design Sharepoint for all web designers to access
- » Consulted with automotive OEMs Infiniti and MINI to improve their dealer websites according to business goals and user needs
- » Consulted with clients on site design, page layout, and tool implementation
- » Used Adobe CC programs to design unique assets including slides and page layouts
- » Tested associate designer work as well as coached designers 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

Speaking Engagements

2019

Kroger, Charlotte, NC - UX vs UI: The differences between two abbreviations

Presented on the differences between UX and UI design. This focused on UX design, where there is some overlap with UI, why this matters, the UX process, and what it is like to work on an agile team.

2018

Fusion Conference, Charlotte, NC - Untangling Invisible Knots: UX in Voice Products

Presented a case study on the Kroger Voice Action. This involved speaking about design hurdles as a designer, user pain points, how to design a voice product, as well as how to approach prototyping and usability testing.

2018

Kent State University, Virtual - Working in UX: Masters to automotive to everything else

Presented on how I came from web design to a UX Designer. I spoke about my time at KSU working on my masters degree, working at General Motors, and then how I ended up relocating to North Carolina.

Education

2017

Kent State University - MS

Information Architecture (User Experience Design)

2012

Grand Valley State University - BFA

Art & Design (Illustration)