

Jessica S. Kainu



## User Experience & Product Design

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### Skills

User Research	Persona Creation	Site Mapping	E-commerce	Abstract
Usability Testing	Wireframing	Agile	App Design (iOS & Android)	InVision
Product Design	Prototyping	Waterfall	Responsive Web Design	JIRA
User Interface Design	Journey Mapping	Enterprise Software	Adobe CC	HTML5
User Experience	Workshop Facilitation	Voice Design	Axure	CSS3
Info. Architecture	Design Sprints	In-vehicle Design	Sketch	

### Experience

JULY 2019 - PRESENT

#### **Lowe's Home Improvement, Charlotte, NC - User Experience Designer**

- » Designing various enterprise level software in regards to inventory management as well as software that aids associates in helping customers with DIY projects to be utilized in over 1700 stores
- » Defining UI design and delivery process with product management and development
- » Creating functional specs for developers to understand interactions and process flows
- » Gathering data in regards to focus groups with Assistant Store managers, Operations managers, and District managers
- » Writing and performing user interviews in regards to store associates for insight into their job process and needs
- » Facilitating design sprints with the product and store operations teams to identify design direction for store associate apps

SEPTEMBER 2018 - JULY 2019

#### **Kroger, Charlotte, NC - User Experience Designer**

- » Writing and creating interactions for the Kroger voice assistant on Google Home and Smart Displays
- » Consulting on UX and providing creative direction for younger designers on other incubator projects
- » Facilitating empathy mapping and persona workshops to identify who may be using our products
- » Working in agile sprints
- » Designed a system to understand non-visual/voice products with spreadsheets that accompany storyboards
- » Collaborating with the product manager to create a user testing and research program in regards to Kroger Voice
- » Designing and performing user interviews and usability tests
- » Creating and presenting usability test reports
- » Presented on the differences between UX and UI for a Lunch and Learn for all offices
- » Created presentation material used for inner-business learning curriculum on UX

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
- » UX Designer for 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

APRIL 2019

**SpeedCon - North Carolina State University, Raleigh, NC - Untangling Invisible Knots: UX in Voice Products**

Presented a case study on the Kroger voice action for over 70 attendees of SpeedCon at NC State University. 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.

FEBRUARY 2019

**Bank of America, Charlotte, NC - Untangling Invisible Knots: UX in Voice Products**

Presented my case study on the Kroger voice action for the BofA ERICA team as well as other content experience teams. Over 70 BofA employees attended including designers and leadership.

JANUARY 2019

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

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

DECEMBER 2018

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

Presented my case study on the Kroger voice action for around 200 participants.

FEBRUARY 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)