

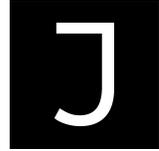
JACLYN LENEEN JUNGER

Product Designer

www.jaclynlenee.com

jaclynlenee@gmail.com

@jaclynlenee



SKILLS

User experience design, product design, interface design, workflow design, interaction design, wireframing, prototyping, visual design, user research, usability testing, product development, project management, cross-functional team leadership, startup growth, branding, content strategy, social media strategy, digital marketing, HTML, CSS, SVG animation, style guide implementation, component libraries

EXPERIENCE

VP of Product, Purse.io (January 2018 - present)

Lead Product Designer, Purse.io (December 2016 - December 2017)

Managing a cross-functional team of engineers and designers. We've built a tool which helps folks shop with cryptocurrency. I wear both product design and product management hats. It's my responsibility to ensure that we ship polished, mobile-friendly features which benefit our customers and grow the business. It's been a pleasure to help craft culture at a startup which has grown from 3 - 25 people during my time.

Lead Product Designer, Couchsurfing (October 2015 to March 2016)

Holistic product design to support the Couchsurfing community with the goal of fostering cultural exchange and human connection. Ran a series of user interviews to better understand the needs of 'surfers. Worked closely with a team of developers and QA engineers to modernize the mobile and web experiences.

Product Design Consultant, Freelance (April 2015 to present)

Full-stack product design to help early-stage startups build strong brands and delightful products. Owned user experience design from research phase all the way through development. Most fulfilling moments are seeing a crafted design in the hands of users. Clients include *Amitree*, *Shoelovers.co*, *iRaceSafe*, *Projector.is*, *Couchsurfing International*, *PurseIO*

Product Designer, Pivotal Labs (March 2014 to April 2015)

Full-stack product designer working with clients to build digital products. Conducted user research through in-person and remote interviews using tools like card sorting and task-based usability testing. Created personas, customer profiles and conducted competitive analysis. Used sketching, wireframing and lightweight prototyping to quickly validate user needs and test the usability of new features. Implemented interaction design and visual design by using a combo of high-fidelity mockups and in-person pairing with developers.

Project Lead, AdRoll.com (August 2012 to November 2013)

Managed a cross-functional production team while overseeing the entire production process for AdRoll's dynamic ad product, LiquidAds. Collaborated with product and sales teams to overhaul the client

on-boarding process, reducing turnaround times and improving customer satisfaction. Managed LiquidAds production while solving complex problems around client integrations. Developed product quality standards and implemented comprehensive QA and testing processes to improve product performance and creative quality.

Visual Designer, AdRoll.com (January 2012 to August 2012)

Created engaging and great-looking online creative for hundreds of brands including American Apparel, Overstock.com, Sony and GoPro. Overhauled the production process, cutting product turnarounds from 3 weeks to 6 days.

Visual Designer, JP Mixed Media (May 2011 to January 2012)

Designer and creative director for small creative agency. Developed brand identities, print collateral and Wordpress web design for small businesses and non-profits. Worked directly with clients to establish marketing strategies and overall vision for their brand.

EDUCATION

Product Management Intensive, 2016

General Assembly, SF

User Experience Design Immersive, 2013

General Assembly, SF

Bachelor of Arts, Graphic Design, December 2010

California State University, East Bay Dean's List 2007-2010, Honors Cum Laude, 3.75 GPA