

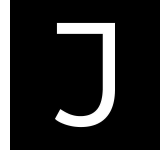
## JACLYN LENEEN JUNGER

Product Designer

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### 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

#### **Founder & Designer, Citrine Labs** (April 2015 to present)

Full-stack product design studio helping early-stage companies build strong brands and delightful products. I own the design process from user research to high-fidelity design to front-end styling. I offer services on an hourly basis to extend the capacity of product development teams. I create responsive websites and delight in helping small businesses develop their branding.

#### **Head of Product, Purse.io** (January 2018 - March 2019)

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

Managed a cross-functional team of engineers, designers and content creators building a cryptocurrency e-commerce app. I joined as a designer and adopted more responsibility as the company grew from 3-25 employees. As the product leader, I was responsible for ensuring that we shipped polished, mobile-friendly features that benefited our customers and grew the business.

#### **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 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 a 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