

# JENNIFER JEW

UX / UI DESIGNER

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Valencia, CA

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<https://jewjenn.wixsite.com/uxportfolio>

## 🎯 OBJECTIVE

As a UX/UI Designer, my focus is the user. Creating intuitive designs, seamlessly blend aesthetics with functionality while carefully balancing business goals with the user in mind.

## ⚙️ SKILLS

User Research  
User Flow  
Usability Testing  
User Storyboard  
Card Sorting  
Competitive Analysis  
Affinity Mapping  
Informational Architecture  
Wireframing  
Low and High Fidelity  
Prototyping

## 🌐 LANGUAGES

English | Native  
Korean | Intermediate

## 📁 EXPERIENCE

### Social Media Manager / Web Designer GraceLife Ministry — Granada Hills, CA

Mar 2022 — Present

- Spearheaded @cegracelife Instagram content, posts, and reels, and redesigned the website for user accessibility on desktop and mobile.
- I achieved a 95.9% engagement rate by designing audience-centric content by capturing Sunday activities, volunteer events at Children Hunger Fund, or Women's and Men's fellowship gatherings to make connections outside of Sunday gatherings.
- I utilized data and analytics to optimize content resulting in a 9% online community growth and 13.9% more accounts.

### UX/UI Designer and Research Intern Impact Immersive — Remote

Sep 2023 — Oct 2023

- I collaborated with two other designers and the CEO of Impact Immersive on an augmented reality mobile app, Flowrish, that helps visualize mature native plants in a client's desired space.
- I designed the CTA to calculate the estimated rebate costs for turf removal and onboarding screens for planting and turf removal screens for a more user-centered experience.
- I collaborated in conducting user research through Interviews, Affinity Mapping, Personas, Competitive Research, low-fidelity solution Sketches, high-fidelity designs, and Prototyping for our final prototype.

### UX/UI Designer Springboard UX/UI Program — Remote

Jun 2022 — Jun 2023

- I designed three applications, a subscription tracking app: SubTracker, a public space locator app: Post-Up (6-day design sprint), and an airport experience app: Teammate.
- For my design approach, I identified possible solutions, synthesized insights and user flow to ease the user experience at various journey stages, sketched low-fidelity user journeys, and user-tested high-fidelity designs to understand the user's needs, and solutions were improved.

### Photographer Freelance — Los Angeles, CA

Feb 2016 — Jan 2019

- Applied principles of color theory in post-processing to evoke specific emotions and enhance visual appeal including establishing visual hierarchy and improving client experience.
- Co-photographer for Childrens Hospital of Los Angeles for their Fellowship program for two years which led to primary photographer for CHLA's Fellowship retreat.

## 🎓 EDUCATION

### Intro Front End Development Certification Coursera/Meta — remote

Mar 2024 — May 2024

### UX/UI Design Certification Springboard — remote

Jun 2022 — Dec 2023

### B.A. Sociology Cal State University — Northridge, CA

Aug 2004 — May 2008