JEANNINE HUNTER

Product Designer

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EXPERIENCE

UX/UI Designer & Researcher (Contract)   Jan 2024–Jun 2024
Arisworks, Washington,DC

- Led the UX/UI design of a responsive website, increasing traffic by 3100% within the first week by improving user flows and creating compelling visual experiences.
- Promoted brand identity by creating company logo and brand style
- Developed graphic and image assets for both content and digital marketing efforts.
- Streamlined website navigation, reducing bounce rates and increasing user engagement by incorporating interactive features such as multimedia elements and CTAs.
- Collaborated closely with cross-functional teams to ensure design consistency across digital platforms and adhered to best practices in UX/UI design.
- Contributed to the establishment of a cohesive visual language across multiple platforms.
- Conducted competitive analyses to identify industry trends, informing strategic decision-making around website feature prioritization and Go-To–Market planning.

Patient and Guest Services   Oct 2021- Current
MedStar Washington Hospital Center, Washington, DC

- Contributed to data-driven process improvements, accelerating hospital check-ins by 50% and increasing checkouts to 80%.
- Empathy driven assistance of over 200+ patients and guests daily, gathering feedback and providing tailored support to improve overall experiences.
- Strengthened front desk operations through clear communication, organized workflows, and detailed record-keeping.
- Ensured strict adherence to hospital protocols, demonstrating a commitment to compliance and consistency, relevant to maintaining hospital system standards.

Graphic Designer   Mar 2021- Apr 2024
DIA Unlimited Express Transportation, LLC, Annapolis, MD

- Created engaging social media content that drove user engagement and increased online visibility by 40%
- Conceptualized unique logo designs for the company, establishing strong visual identities that resonated with target markets.
- Developed logo design for print materials, brochures, company vehicles, and website.
- Collaborated with CEO and Web Designer to incorporate feedback, ensuring compliance with WCAG accessibility standards across all digital assets.
- Designed eye-catching event material, contributing to increased clients for the company.
- Spearheaded social media marketing tactics based on market research.

SKILLS & SOFTWARE

Design & Strategy

User Testing, UX/UI, Information Architecture, Wireframes, Interactive Prototypes, Visual Design, Product Strategy, Design Thinking, Market Research, Product Roadmaps

Software

Figma & Figjam - Maze.co - Canva- Google Suit - Microsoft Suit - Miro - Optimal Workshop - Whimsical - Wix Studio - Notion - Jira - Amplitude - ProductBoard

Data & Development

Data-Driven Design, Agile Methodologies, Product Analytics, CMS Web Design, Go-To-Market Planning

EDUCATION & CERTIFICATIONS

Product Management/ **University of Virginia SCPS** **Nov 2024**

*Applied business science certification covering **market research, stakeholder management, data-driven insights, product strategy, agile development**, and **product analytics**. Gaining hands-on experience with tools such as **Jira**, **Productboard**, and **Amplitude**.*

UX Academy Certification/ **DesignLab**

*440+ hours of coursework, including 3 comprehensive capstone projects. Focused on **UX design principles**, collaborating with mentors for **design critiques**, and implementing **user-centered design**.*

High School Diploma / **Roosevelt HS**, Washington, DC

Awarded 2015 BUILD Business Plan competition winner

RECOGNITIONS

Winner of Creative Challenge 9: Design & Illustrate an on-brand UI Widget / **Design Buddies** **Dec 2023**