

Hi, I'm

# Jenn.

Product and UX designer with a background in AI/ML engineering and a balanced, business-minded approach.



## My Process

- User research, affinity mapping, user personas, user stories
- Current landscape, market research, competitor analysis, product strategy, business model
- Product discovery & ideation
- User journeys, user flows, task analysis, information architecture maps
- Sketches, low-fidelity and mid-fidelity wireframes, feedback loop
- High fidelity prototypes, refine interactions, feedback loop
- Design reviews, usability testing, A/B testing, preference testing, piloting, customer feedback loop
- Documentation of all design decisions with rationale

## Product & Design Led Studio



### Discovery & Ideation Workshops

Where all ideas are encouraged during group brainstorming and sketching sessions.

### Alignment Touchpoints

Business, design, and engineering touch points integrated with workflows.

### Usability Testing

Setting agendas and designing exercises to gather specific feedback.



Design is not the frosting on the cake, it is the sugar - a key ingredient.



# Thank You!

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