Stephanie Jin

Product designer with a focus on UX and UI design

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Experience

Senior Product Designer — ATTN:

Jul 2018 - Dec 2018

- Created design system for internal creative tools suite.
- Iterated on internal video tool, delivering new features and updated visual design based on the design system.
- Led design of new company website to better represent brand and showcase body of work.
- Designed e-commerce, gift guide website to accompany one of ATTN:'s top performing video series.

Product Designer — ATTN:

Dec 2017 - Jul 2018

- Designed internal video tool to address search and company productivity issues; shipped MVP and conducted follow-up research to assist in prioritization of future features and UX/UI improvements.
- Designed microsites supporting video content; provided high fidelity pre-sale concept prototypes for brand partnership campaigns.

Product Designer — Friendbuy

Nov 2015 - Dec 2017

- Introduced UX design to organization and integrated design process into engineering sprints. Worked closely with leadership to understand business goals, created all design deliverables, and collaborated with engineers during development and QA.
- Responsible for platform UX/UI and all features; redesigned visual campaign editor.
- Managed freelance visual and UX designers and developers.

UX Designer & Front-End Developer — Friendbuy

Feb 2015 - Nov 2015

- Applied theme to the client-facing web app using responsive web design best practices.
- Integrated analytics tools; planned metrics tracking strategy to measure feature KPIs.

Community Involvement

Bloc
Technical Expert, Design
Nov 2018 - Present

Skills

User Research
Personas
Information Architecture
User Interviews
Wireframing
Prototyping
Visual Design
Usability Testing
Agile workflows

Tools

Sketch, Figma
Principle
InVision, Zeplin
Adobe CC

Education

Carnegie Mellon University
Tepper School of Business
B.S. Business Administration
Concentration: Marketing
Minor: Psychology
Aug 2009 - May 2013

General Assembly
Web Development Immersive
Sept 2014 - Dec 2014