

Jennifer Du

Product Design, Research, Strategy

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EXPERIENCE

Product Designer, Sales & Customer Support – REI Inc.

5/2022 – PRESENT

Led research, strategy and design for help center, self-service experience, customer service agent tools and employee experience. Focused on decreasing contacts and handle time while shifting customer contacts away from phone usage.

- Led customer service experience strategy and built customer facing self-service tools resulting in \$1.5M in operational savings
- Implemented a continuous interview program, speaking to customers every 2 weeks
- Led research for B2B sales business to optimize experience for sales agents and customers
- Learned and applied content design skills by closely partnering with content design team

Senior UX Designer – Ingram Micro Inc.

11/2020 – 06/2022

Supported company wide digital transformation for consumer facing experience across 30 countries for a B2B2C enterprise application. Partnered with global business teams, product, engineering, marketing, content.

- Switched design tools from Sketch to Figma, saving \$19,000+ in expenses
- Developed new onboarding process for new designers to improve productivity
- Mentored associate designers and product managers from rotation program

Senior UX Designer & Researcher – NUTRIBULLET / Capital Brands LLC

11/2018 – 02/2020

Led digital transformation of B2C ecommerce site. Company acquired shortly after site launched. Conducted generative and evaluative studies, translated insights into physical product development, digital experiences and service design.

- Replatformed ecommerce experience resulting in \$1M+ savings and company acquisition
- Led workshops for partners on design thinking, affinity mapping, and research insights
- Created 1st company website – led to increased sales and improved recruiting experience

UX Designer & Researcher – Accenture Labs

03/2018 – 09/2018

Created proof of concept with Alexa VUI in assisted living facilities for staff to reduce time spent on documentation and staff reminders. Conducted field site observations, card sorts, jobs to be done, stakeholder interviews, user testing with conversational design principles.

UX Designer - NUTRIBULLET / Capital Brands LLC

01/2017 - 10/2018

- Redesigned consumer goods site, increasing AOV and sales 200% at launch
- Decreased drop off rate in the ecommerce checkout journey (20% desktop, 17% mobile), mobile transactions by +24%

EDUCATION

Masters of Human-Computer Interaction, UC Irvine

BA, Psychology, UC Irvine

BA, Sociology, UC Irvine

SKILLS

Research: qualitative research, surveys, user interviews, usability testing, affinity mapping, contextual inquiry, information architecture, card sorting, prototyping

Artifacts: personas, user journeys, user flows, process maps, service blueprint, heuristic evaluation, competitive analysis

Design: design systems, QA/UAT testing, WCAG accessibility, content design, voice design

Tools: Figma, Figjam, Miro, Mural, Sketch, Usertesting, Hotjar/Fullstory, Atlassian Suite

Marketing: content, social, affiliate, influencer, email, event marketing, google adwords

OUTSIDE OF DESIGN

A Tangible Thought store @ Shopify 2015 - Present

Yoga Teacher @ Du Yoga with Jenn 2016 - Present

Advisor, Mentor @ DIA Design Guild 2020 - Present

Mentor @ ADPList 2022 - Present