

Jenna Ariza

UI/UX Designer

North Brunswick, NJ | jennaariza.com | 551-399-4126 | arizajenna@gmail.com

WORK EXPERIENCE

Asembia

UI/UX Designer

Case Studies: ASPN Mobile 3.0, FluMist®, Asembia Website Redesign

Florham Park, NJ

Nov 2024-Present

City of Midland, TX

UX Content Specialist Intern

Case Studies: City Mgmt. Dashboard, HR Employee Portal (COMETS), Midland Design System

Midland, TX (Remote)

May 2024-Nov 2024

- Developed and implemented comprehensive content strategies for the City of Midland's digital platforms, enhancing the user experience by creating user-friendly and engaging content aligned with the city's goals.
- Conducted content audits and analyzed user feedback to identify areas for improvement, leading to more effective content and ensuring consistency with content style guides and templates.
- Engaged in cross-functional collaboration with various departments to gather requirements and feedback, ensuring alignment with project goals and addressing the needs of the community.

Asembia

UI/UX Consultant

Case Studies: ASPN 2.0, Recapture Program, FluMist Quadrivalent

Florham Park, NJ

Sep-Dec 2023

- Crafted high-profile products utilizing tools such as Adobe Creative Suite and Figma to support the pharmacy and healthcare industry, ensuring advocacy for patients, pharma, and pharmacy partners.
- Played a pivotal role in cross-functional collaboration, closely working with business executives and the internal development team on healthcare initiatives by seeking insights into design concepts, user feedback, and project goals to successfully bring high-quality projects to fruition.
- Stayed abreast of market trends and adopted the latest technologies to engage consumers and clinicians, contributing to the continuous development of company products.
- Actively listened to users and comprehended their fundamental problems by soliciting valuable feedback via surveys on platforms such as Google Forms and User Interviews to create compelling user experiences and innovative UI designs.

Crestron Electronics

UI/UX Design Intern

Case Studies: Weather App, TV Presets, Icons, Product Scoreboard

Rockleigh, NJ

Feb-Aug 2023

- Developed and refined UI designs, wireframes, and prototypes across diverse platforms, including web, mobile, tablet, and remote applications, utilizing Figma.
- Played a pivotal role in collaborating with project managers and stakeholders, actively seeking insights into design concepts, user feedback, and project goals through Zoom for successful outcomes.
- Revitalized outdated company applications, enhanced user-friendliness, and implemented intuitive interfaces using various design tools whilst staying aligned with contemporary design trends.
- Prioritized practicality and feasibility throughout the design lifecycle for seamless implementation and cross-functional team collaboration.

EDUCATION

New Jersey Institute of Technology

Bachelor of Science in Human-Computer Interaction, Graphical Arts Design

Newark, NJ

Sep 2019-May 2023

- **Cumulative GPA: 3.56/4.00 | Honors:** Cum Laude
- Organizations/Awards: Art Club, Special Interest Group on Computer-Human Interaction

SKILLS

Tools/Development: Figma, Adobe XD, Axure, Adobe Illustrator, CorelDRAW, IBM SPSS, PHP, CSS, HTML, MySQL, Python, JavaScript, Jira, Mouseflow, Office 365 (Excel, PowerPoint, Word)

Design & Research: UI/UX Design, Visual Design, Interaction Design, Responsive Design, Marketing, Typography, Icon Design, User Research, Usability Testing, Information Architecture, Research Synthesis, Data Analysis, Data Visualization, Surveys

UX Methods: Usability Testing, Site Maps, User Flows, User Personas, Storyboarding, Prototyping, Sketching, Wireframing, Mockups, ADA Compliance