

Jenna Edgar

UX DESIGNER - BERLIN

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in Jenna Edgar on LinkedIn

📍 Berlin, Germany

UX/UI designer with a background in visual design and branding. Experienced in solving complex design problems in a creative and human centered approach. Capable of working in highly collaborative, cross functional teams and taking the lead in creative/visual direction.

EDUCATION

- 2022 - **UX Design Certificate**
CareerFoundry, Berlin
- 2012 - **Ma Graphic Design Communication**
Chelsea College of Art and Design, London
- 2005 - **BDes Design for Visual Communications**
University of Ulster, Belfast

EXPERIENCE

- 02/2018 - present
Design Consultant - Freelance
 - UX research and UI/visual design of the mobile first Vela Outdoor Swimming companion app. Solo project for the CareerFoundry UX design bootcamp, including interviews, wire framing, usability testing, low and high fidelity prototyping.
 - Solo project full UX and visual design and build of graphicdesignjobs.co.uk, a brand new jobs board service for UK designers. Fully created on the Wix platform, and using a brand created to be an offshoot from Nikky Lyle Creative's existing identity.
 - Solo project rebranding of Cheshire Streetwise including identity, brand guidelines, UX design for a website built in Wix, branded clothing, and the design of a prototype app to be used for funding pitches.
- 09/2018 - 08/2020
Digital Designer - TotallyMoney
 - Part of a small design team who planned and executed a full company rebrand across all touch points (social media, advertising, website, emails) within just 4 months.
 - Art directed the illustrations and animations for a series of Christmas seasonal social media ads to increase brand awareness.
 - Interviewed, hired and art directed freelancers for the event design and print production of branding for the TotallyMoney annual winter event to showcase the company's achievements to all their partners.
- 04/2016 - 02/2018
Digital Designer - Blis
 - Design and build of interactive ads for mobile and tablet. Liaising directly with clients in person and via phone throughout the design process.
 - Responsible for writing and curating the internal monthly Creative Newsletter, and monthly creative inspiration presentation to the sales team.
- 04/2015 - 03/2016
Graphic Designer - Perkbox
 - Part of marketing team producing collateral for print and digital and developing the Perkbox brand with inhouse branding.
 - Working with external clients including British Gas, Worldpay, AXA, UPS and Bupa to add their branding to white labelled products provided by Perkbox.
- 01/2014 - 04/2015
Digital Designer - Result CC
 - Producing Morrisons' monthly online and award winning iPad magazine. Redesigns of the static print content into interactive, digital friendly content for the e-magazine across mobile, tablet and desktop devices.
 - UI design for the magazine and app features including the meal planner and recipe bookmarking.

SKILLS AND TOOLS

- Sketch, Figma & Adobe Creative Suite
- User research
- Usability testing, A/B testing
- Persona creation and user stories
- User Flows & journey mapping
- Sketching, wireframing & prototyping
- Adobe After Effects Motion graphics
- HTML & CSS
- Branding/Style Guides
- Information Architecture
- Data Visualization
- Jira, Asana and Trello