


Jenna Edgar

UX DESIGNER - BERLIN

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 Jenna Edgar on LinkedIn

 Berlin, Germany

Hey, I'm Jenna and I'm a UX designer with over 10 years of experience in visual, digital, and brand design. I am currently located in Berlin, and will also consider fully remote roles. Having worked as part of product teams I got to try out UX design and discovered that the process really gelled with my own human centered approach to my work.

My previous experience in designing responsive creative assets, and working to very tight marketing schedules helped me develop a keen eye for detail and ability to convey often complex storytelling in a visual manner, all while managing multiple projects at once. I am excited to expand my design thinking into user based problem solving.

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.

SKILLS AND TOOLS

- Sketch & Figma
- Adobe Photoshop, Indesign, Illustrator
- Adobe After Effects and Animate
- HTML & CSS
- Branding/Style Guides
- Information Architecture
- Data Visualization
- Wordpress and similar CMS
- Jira, Asana and Trello

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