

Jenna Edgar

UX Designer - Berlin

Versatile designer focusing on UX and visual design, with a background in marketing design and branding. Proven experience in working in highly collaborative cross-functional teams in a fast paced and iterative environment.

 [Email me](#)

 jennsketches.com

 [Jenna Edgar on LinkedIn](#)

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
- Mock-ups
- Adobe After Effects motion graphics
- HTML & CSS
- Branding & style guides
- Design systems
- Information architecture
- Data visualization
- Jira, Asana, Trello, Miro

AFFILIATIONS

Member - The Interaction Design Foundation

EDUCATION

UX Design Certificate

2022 - CareerFoundry, Berlin

Ma Graphic Design Communication

2012 - Chelsea UAL, London

BDes Design for Visual Communications

2005 - University of Ulster, Belfast

EXPERIENCE

UX/UI Designer - GreenMaker 02/2023 - present, Berlin

- Collaborated with product and engineering teams to conduct heuristic evaluation of the current product. Identifying design and usability issues to improve and prioritise areas for redesign, and increased the conversion rate of the website by 56%
- Lead visual direction and design system creation to craft a new [app and website](#), and streamline the design and iteration process.
- Third place win at Green4Europe hackathon as part of team Greenmaker for developing a tree inventory app for reforestation of Ukraine.

UX & Visual Designer - Freelance

02/2018 - present, Berlin & London

- Completed the full UX research and UI visual design of the mobile-first [Vela](#), to deliver an intuitive and engaging app for outdoor swimming enthusiasts. Solo project conducting user interviews, wireframing, usability testing, and creating both low and high fidelity Figma prototypes.
- Solo project full UX and visual design and build of [Graphic Design Jobs](#), a new jobs board service for UK designers. Fully created on the Wix platform, and using a brand created to be an offshoot from NL Creative's existing identity.
- Led development of the brand identity for [Cheshire Streetwise](#), including brand guidelines, designing a user-centric website with a focus on UX, creating branded clothing, and designing the UI/UX for a prototype app to extend the reach of the charity.

Visual Designer - Wooga 12/2021 - 04/2022 Berlin

- Led the marketing brand development for new mobile game, creative direction and visual design for static and motion marketing creatives.
- Briefing and managing external agencies and freelancers to produce marketing creative campaigns.
- Collaborating with internal stakeholders, leading meetings to align strategies and targets.

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EXPERIENCE

Digital Designer - TotallyMoney 09/2018 - 08/2020 London

- Launched rebrand of the [TotallyMoney](#) fintech B2C mobile and web app, as part of an internal cross functional team within just 4 months. Created new design templates and guidelines for 72 service and marketing emails, 17 social media post types, and 5 sections of the website.
- Collaborated with the marketing dept to art direct and produce weekly iterative email and display ad campaigns and increased the speed of production by 20%.
- Interviewed, hired and art directed freelancers for the event design and print production of branding for the annual winter event to showcase the company's achievements to their partners.

Digital Designer - Blis 04/2016 - 02/2018 London

- Design and build of interactive ads for mobile and tablet. Liaising directly with clients in person and via phone throughout the design process.

Graphic Designer - Perkbox 04/2015 - 03/2016 London

- 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.

Digital Designer - Result Customer Communications

01/2014 - 04/2015 London

- Part of digital team producing interactive digital content for the award winning Morrisons iPad magazine each month. UX and UI design for the magazine and app features eg meal planner and recipe bookmarking.

Graphic Designer - RSM International 09/2013 - 10/2013 London

- Sole designer producing print collateral and web banners/graphics for an annual company event.

Graphic Design intern - Institution of Environmental Sciences

12/2012 - 09/2013 London

- Producing print materials including reports, flyers and journal publication The Environmental Scientist. Creating infographics, illustrations and web graphics.