

JENNIFER NOINAJ

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EXPERIENCE

Digital Services Expert, US Digital Service Feb 2018 – Present

The mission of the U.S. Digital Service is to deliver better government services to the American people through technology and design. Our six core values are: hire and empower great people; go where the work is; find the truth, tell the truth; design with users, not for them; optimize for results, not optics; and create momentum.

Senior Interaction Designer, National Instruments Sep 2015 – Feb 2018

Led the user experience and interaction design for the LabVIEW UI team, collaborating with product and engineering teams to guide the design vision of over 50 UI elements and workflows to implementation; facilitated design sprint workshops that resulted in creating interaction models, user flows, and wireframes for the user interface; engaged internal and external users and collaborated with cross-functional teams on user research and usability studies; conducted weekly design critiques for the design team to review work and share best practices.

Service Designer, Charles Schwab Jan 2015 – Sep 2015

Created and established service design standards and processes for the organization; provided guidance and insight for newly implemented service design methodologies; facilitated user research sessions to uncover customer needs and translated them into detailed service design solutions for a request fulfillment workflow; created service blueprints, user journey maps, high-fidelity wireframes, and other project artifacts.

UX / UI Designer - Freelance, Various Clients Sep 2013 – Dec 2014

Specialized in UX / UI design for different companies (Dell, SpaceCraft, DESIGNATION, and Google); partnered with clients to consult, design, and implement solutions; leveraged design thinking and documented user stories, created personas, developed wireframes, and designed prototypes for mobile and desktop applications.

Program Manager, Zurich / Farmers Insurance Sep 2012 – Sep 2013

Defined the scope and timeline of the service design project for the IT Security department; interviewed stakeholders to understand their processes which led to the creation of ITIL and BPMN based templates; led the end-to-end project lifecycle resulting in an on time and on budget delivery of the project.

Technology Consultant, Accenture Jun 2010 – Mar 2013

Planned and executed client projects for BCBS, Coventry Health Care, and HCSC; conducted user interviews and requirement gathering sessions to develop user workflows, use cases, and system specifications that were used by the design team; facilitated system discussions with the client, developers, and testing team.

EDUCATION

University of Illinois at Urbana-Champaign May 2010

Bachelor of Science in Information Systems

SKILLS

Focus: Design Strategy, Information Architecture, Interaction Design, Project Management, Prototyping, Service Design, User Research, Usability Testing, User Experience Design, Workshop Facilitation

Technology: Adobe CS, Axure Pro, HTML/CSS, Invision, JavaScript, MS Office + Visio, Omnigraffle, Sketch

INVOLVEMENT

Member, Interaction Design Association (IxDA) Aug 2014 – Present

US Open Data Census Librarian, Open Austin Oct 2017 – Feb 2018