

JEN MCCARTHY

Senior Product Designer

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EXPERIENCE

Selerix Systems / Senior UX/UI Designer / Mar '22 - Present

- Developed a dashboard-integrated case building system with customer API integrations and support for webhook notifications for inbound builds. This played a key role in the company's record-breaking quarter.
- Built the new benefits enrollment flow for desktop and mobile usage.
- Ensured seamless user experience across all web devices for new products.
- Enhanced page building efficiency by creating complex components for our internal library, boosting productivity per sprint.

ATD / Senior UX/UI Designer / Jul '21 - Mar '22

- Engaged in client consultation and stakeholder engagement to align with goals.
- Conducted comprehensive field research, including interviews and observation.
- Implemented A/B usability testing with developers to refine products.
- Developed various assets such as personas, wireframes, prototypes, and more, while analyzing user feedback.
- Assisted with content and marketing strategies.

DNP / UX/UI Content Creator / Dec '19 - Jul '21

- Collaborated with developers to maintain, update and refresh kiosk software in all Walgreens stores.
- Created guides for developers and designers to ease implementation of new products and kiosk interaction.
- Conducted customer research to enhance in-store user experience.

EDUCATION

Long Island University

Bachelor Of Fine Arts

In Digital Art & Design

HIGHLIGHTS

2013 iMedia Agency Award

Design published in
"Designing for Print"
by Charles Conover.

SKILLS

UX/UI Design

Interaction Design

Responsive Design

Information Architecture

Adaptability

Research

Prototyping

Wireframing

Communication

Visual Design

Graphic Design

Collaboration

PrizeLogic / Freelance UX/UI Designer / Aug '19 - Aug '22

Designed web and mobile promotions for national brands.

Fashioncraft / Senior Graphic Designer / Jul '17 - Aug '19

- Led comprehensive design efforts, including product, illustration, and packaging creation, while staying informed of industry trends and overseeing outsourced teams and production.
- Produced custom illustrations for stickers, designed products and logos creating more business.
- Suggested modern photography for enhanced B2C sales.

AOL / Senior Graphic Designer / Apr '14 - Jun '16

- Collaborated with cross-functional teams to produce print and web graphics for major tech events, while mentoring remote designers. Utilized storyboarding and wireframing for idea conceptualization and developed branding for new products.
- Independently designed events, securing additional business for the company and becoming a go-to resource for time management.
- Offered valuable input in corporate meetings, influencing decisions on important events and branding.
- Contributed to the development of the Build series and #BuiltForGirls initiatives.

The Huffington Post / Graphic Designer / Jan '13 - Apr '14

- Spearheaded design with the sales team, providing advertising solutions on The Huffington Post website. Customized presentations per clients' guidelines.
- While collaborating with Goldman Sachs, we won an iMedia Agency Award in 2013 for the "What is Working: Small Business" campaign.

iHeartRadio / Graphic Designer / Jan '10 - Dec '12

- Aided the sales managers in creating presentations that illustrated their proposals.
- Mocked up website and mobile pages for client campaigns.
- Changed the direction of the standard Powerpoint presentation to a more interactive one using Adobe Flash. As a result of the visual proposal I created, we acquired Verizon as a client, receiving direct praise.