

# JENNA CONNELLA

 PRODUCT DESIGNER

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## EXPERIENCE

### Contract Art Director & UX

#### Designer at Firewood Marketing

08/2020 - Present

- Designer on the Facebook team
- Lead designer on a project for Spark AR designing a new feature for their Partner Network. Responsibilities included creating wireframes, visual design and high fidelity
- Worked on various Facebook visual design projects including work for Oculus, Facebook for Business and more)

### Contract UX/UI Designer at

#### Island Soap Company

04/2020 - 06/2020

- Heuristic evaluation and user testing of current site
- All UX/UI design including: user research, creating personas, userflows, wireframing, prototyping, visual design and usability testing
- Will be presenting work and ideas along the way to client and stakeholders
- Goals: improving user experience resulting in an improved ROI

### Creative Intern

#### at Beauty Advisor

09/2017 - 12/2017

- Worked one on one with the CEO on the visual design of the company website: picking color palettes and redesigning the home page.
- Conceptualized and created the first UI design for their mobile app in collaboration with another designer
- Designed email templates and assisted in PR & marketing tasks
- Photographed head shots for magazine article

## TRAINING

### UC Berkeley Extension

#### UX/UI Design Bootcamp

Completed: April 2020

### Springboard UX Design Bootcamp

Completed: May 2019

Credential ID 95352

## SKILLS

UI Design

Prototyping

User Research

Personas

Storyboarding

User Flows

Information Architecture

Style Guides

Wireframing

## TOOLS

Figma

Sketch App

Invision

Adobe XD

Adobe Illustrator

Adobe Photoshop