

JENNA CLEMENS

CONTACT

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EDUCATION

B.S., Computer Science
University of Chicago, 2016

VOLUNTEERING

UX Design Mentor / Out in Tech
WAVE Mentor / BuiltByGirls

SKILLS

Accessible Design
Data Analysis
HTML & Javascript
Experimentation
Information Architecture
Multi-platform design
Problem Definition
Product Design
Product Strategy
Prototyping
Storytelling
User Flows
User Research
Usability Testing
UX/UI Design
Wireframing

Product Designer (UX/UI) creating impactful, inclusive, and engaging experiences, led by curiosity and the desire for positive impact.

EXPERIENCE

Sr. Product Designer, Growth @ Webflow / February 2022 - present

- Designed 0 to 1 AI features, working closely with AI engineers and executive leadership, including an AI website generator
- Led design for Monetization squad, executing end-to-end design on A/B tests contributing to a ~\$2 million estimated annual ARR increase
- Collaborated with other designers across the company to develop design patterns for user dashboard, checkout, and other surface areas

Freelance Product Designer / August 2021 - January 2022

I took a stab at running my own small business and exploring projects I was passionate about, working with very early stage consumer startups.

- Created original 0-1 designs for an early stage social app aimed at reducing the negative side effects of social media in young people
- Led the redesign of an immersive storytelling app for women to build global community
- Advised on Design and Product Strategy and collaborated directly with Founder/CEOs to define their product and design roadmaps

Product Designer @ Attentive Mobile / October 2020 - July 2021

As part of the Growth team, I focused on solving problems users had around content creation, incentivization and SMS strategy.

- Led end-to-end product design and helped shape product strategy for new initiatives on the Incentives squad
- Partnered with product teams across the org to design and launch new features to create and send coupons in SMS messages, leading to a 60% increase in conversion and 29% increase in revenue
- Redesigned Incentives UI, content strategy, and information architecture, leading to improved usability and 15% increase in self-serve user adoption

Product Design Lead @ pymetrics / May 2019 - October 2020

As the first in-house product designer, I collaborated closely with product and engineering on 0 to 1 products and processes.

- Led design and user research for pymetrics web and mobile apps
- Managed an accessibility audit and redesign of our core consumer product and created company-wide accessibility guidelines and trainings
- Built a distributed research framework to gather, synthesize, and apply user insights to product strategy and development

UX Design Consultant @ EY / September 2016 - April 2019

- Redesigned the UX/UI for a web app used to identify and reduce financial crime activity to increase usability and brand consistency by applying new design system styling
- Created service and software design for a global tax platform that innovated annual tax filing procedures by automating and streamlining them into a digital product used by over 200 clients