

Jennifer Junge

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EDUCATION

Indiana University

Master of Science in Human Computer Interaction

- 3.888 GPA

Indianapolis, IN

Dec 2020

Indiana University

Bachelor of Science in Media Arts and Science - Web Design & Development

- 3.468 GPA

Indianapolis, IN

May 2018

WORK EXPERIENCE

Indiana Business Research Center, Kelley School of Business

User Engagement/Experience Specialist, StatsAmerica.org

Indianapolis, IN

Nov 2020 - Present

- Developed and implemented a user engagement process resulting in targeted user testing sessions, updated site design, and significantly increased team understanding of site usage and user pain points
- Conducted and analyzed user testing sessions, providing insights for wireframing and prototyping
- Created personas, use cases, wireframes, mockups, and prototypes
- Audited the site's Google Analytics platform, optimized its functionality, and created dashboards with Data Studio to better target, empathize, and engage with users

Shaker, Prelaunch Company at High Alpha

Front-End Software Engineer, Designer

Indianapolis, IN

Aug 2020 - Nov 2020

- Designed, coded, tested, debugged, and configured software using React, TypeScript, GraphQL, Webpack, Docker, HTML, and CSS
- Designed, planned, and coded for screen sizes and device types
- Empathized with the user by conducting user feedback and testing sessions resulting in changes to the application for better user experience

Indiana University

Graduate Research Assistant, Social Justice Design Research Project

Indianapolis, IN

May 2017 - Aug 2017

- Constructed and prepared interview protocol
- Recruited participants and conducted and transcribed interviews
- Conducted preliminary formative and qualitative data analysis

LEADERSHIP EXPERIENCE

Statwax

Director of UX & CRO

Fishers, IN

Sep 2018 - Mar 2020

- Led a cross-functional team of 6 researchers, designers, and data scientists to develop highly converting landing pages
- Introduced UX research and design methodologies into the organization to establish a CRO service for clients while improving the digital marketing workflow by enabling the team to empathize with users
- Managed the CRO of a portfolio of 4 clients, resulting in the deployment, testing, and iterative design changes of multiple landing pages each week per client
- Managed client relationships and expectations through consistent direct interactions and reporting, building trust and confidence with our clients.

SKILLS & INTERESTS

Skills: Usability Testing, User Interviews, Survey Design & Analysis, Task Analysis, Heuristic Evaluation, Affinity Diagramming, Storyboarding, Journey Mapping, Wireframing, Rapid Prototyping, A/B Testing, Heatmap Analysis, Statistics, AdobeCS, Microsoft Office, Sketch, Figma, Data Studio, HTML, CSS, Javascript, React, TypeScript, PHP, SQL, C#, Version System Git, Unity3D

Interests: Researching the implications of Enhanced AI