

jennifer junge

User Experience Leader

UX leader with a proven track record of achieving business goals by mentoring creative teams, integrating UX research and design into workflows, and implementing agile methodologies.

Passionate about Human Factors, Human-Computer Interaction, and UX Research and Design.

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KEY SKILLS

Research & Design Methods

User Interviews
Surveys
Observations
Task Analysis
Affinity Diagramming
Storyboarding
Journey Mapping
Wireframing
Prototyping
Sketching
Visual Design
A/B Testing
Multivariate Testing
Heatmap Analysis
User Funnel Analysis

Summative Research

Heuristic Evaluation
Usability Testing
Cognitive Walkthrough

Tools

Adobe XD
Illustrator
Photoshop
Balsamic
Sketch
Invision

Development

HTML5/CSS3
Javascript
Bootstrap
PHP
SQL
C#
Version System Git
Unity3D
Xcode & Android St

EDUCATION

M.S. in Human Computer Interaction
Indiana University, Indianapolis
Expected Graduation:
Dec 2020

B.S. Media Arts & Science
Web Development & Design Focus
Indiana University, Indianapolis
May 2018

EXPERIENCE

DIRECTOR OF UX & CRO

Statwax - Fishers, IN / Sep 2018 - Mar 2020

Statwax is a digital marketing agency that serves higher education institutions, SaaS and B2B companies.

- Led a cross-functional team of 6 researchers, designers, and data scientists to develop high conversion rate webpages
- Introduced UX research and design methodologies into the organization to establish a new client service while improving the digital marketing workflow
- Implemented agile methodologies into a waterfall environment through coaching, training sessions, and the use of Kanban boards resulting in increased productive brainstorming sessions and overall team throughput
- Managed the conversion rate optimization of a portfolio of 4 clients, resulting in the deployment, testing, and iteration of multiple webpages each week per client
- Managed client relationships and expectations through consistent direct interactions
- Achieved conversion lift for 100% of clients, with improvements such as 13% conversion rate up from 5%.

iOS & ANDROID LEAD DEVELOPER

Indiana University - Bloomington, IN / May - Dec 2017

The Fossil CalendAR is an augmented reality experience for discovering the fossil record of Indiana.

- Worked remotely with a team of paleontologists, designers, and developers
- Created and designed the user interface
- Developed augmented reality application using C# in Unity3D
- Completed two rounds of user testing with TestFlight before deployment
- Deployed application using Xcode and Android Studio

RESEARCH ASSISTANT

Indiana University - Indianapolis, IN / May - Aug 2017

The Social Justice Design Research Project was a study to identify key best design practices and the open challenges people have when designing, building, and maintaining technologies aimed at social justice. The research focused on examining how technologists and organizers work towards fostering social change for the local communities, the role that technology plays, and their challenges.

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