

Steffenie Jones

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UX Designer

With over 4 years of experience in UX design, research, and community management, I have driven significant growth for my clients and employers. In 2 quarters at Norwest Venture Partners, my redesign of an investor-facing platform increased accessibility of data science initiatives and increased investor adoption by 50%.

WORK EXPERIENCE

Warm Tone Studios • Boulder, Colorado, United States • 06/2023 - Present

Freelance Web Designer

- Full redesign of e-commerce website, leading to increased brand awareness, user engagement, and conversion rates in 2 weeks.
- Played crucial role in translating business requirements and ideation of user-friendly experiences.
- Developed an updated brand design system, ensuring consistency and scalability across digital media platform.

Norwest Venture Partners • 03/2022 - 06/2023

UX Designer

- Led revamp and redesign of internal web platforms within 1 year after conducting user and workflow research, resulting in 50% increase in web platform adoption by integrating user feedback.
- Collaborated with various teams to create user-friendly experiences, leading to streamlined design processes and improved user satisfaction.
- Played a crucial role in translating business needs into user-friendly experiences, consistently shipping new features in an agile development environment.

joe - mobile ordering and rewards • 10/2021 - 12/2021

UX Researcher

- Informed product roadmap by conducting research & presenting insights to stakeholders, resulting in greater clarity of user needs in 1 month.
- Utilized user research to create a cross-functional persona, driving alignment in messaging and streamlining sales initiatives.
- Collaborated with primary stakeholders and teams to improve comprehension of customer research and analysis. Created messaging channels to increase UX exposure.

Vidaly • 04/2021 - 10/2021

UX Designer

- Utilized Figma and information architecture tools to create wireframes, prototypes, and high-fidelity designs for user testing and iterate based on usability testing. Made mobile designs to scale to desktop.
- Implemented a user-centric design approach for Vidaly's parent facing support dashboard, providing an intuitive and visually engaging experience that aligned with brand vision.

VEST • 01/2021 - 02/2021

UX Designer

- Designed and delivered user-centric multi-page experiences for content discovery with a strong understanding of user needs and preferences.
- Improved member conversion rates by designing an updated landing and mission page on a coaching platform for c-suite level women and emerging leaders.

WeWork • Greater Seattle Area • 05/2019 - 07/2020

Senior Community Associate

- Improved engagement by 25% through analyzing member behavior trends and creating events based on member feedback.
- Managed and built over 50 vendor relationships to provide an improved member experience and build community relationships that benefited local and small businesses.

EDUCATION

Springboard UI/UX Design Career Track in Certification, UI/UX Design

Springboard • 06/2020 - 03/2021

700+ hours of hands-on course material, with 1:1 expert mentor oversight, and completion of 4 in-depth portfolio projects.

Bachelor of Arts (BA) in Psychology

Seattle University • 01/2014 - 12/2018

Seattle University's commitment to social justice and exemplifying their values inspires me to become a better individual and leader for a just and humane world.

SKILLS

Branding, Design thinking, Project management, Prototyping, Research, UI Design, User flows, UX Design, Wireframing

Tools: Adobe XD, Figma, Google analytics, Keynote, Sketch, Survey Monkey, Typeform