

ANGELA JENKINS

Canton, MI | 734-895-5112 | theangelajenkins@gmail.com | angela-jenkins.com (password : AJEN)

USER EXPERIENCE DESIGNER

User Experience | User Research | Product Design | Presentations

Collaborative, empathetic UX DESIGN PROFESSIONAL, creating engaging, intuitive user experiences. Strong leadership ability, including experience partnering with cross-functional teams, managing and mentoring colleagues, and driving products through to completion. Committed to designing solutions that prioritize the user experience. Skilled at assessing stakeholder feedback and incorporating it to designs.

- ⇒ Designed 3 critical features for astrophysics data analysis tool for NASA.
- ⇒ Conducted 35+ observations and interviews to gather to improve innovative mobility challenge grant for state transportation agency.
- ⇒ Led comprehensive web redesign for property management company that resulted in 129% increase in website engagement.

Core Competencies

UX Research | Usability Testing | Wireframes | Product Life Cycle | High- & Low-fidelity Prototypes
User Advocacy | User Flows | User-Centered Design | Product Solutions | Iterations | User Journeys
Concept Validation | Interaction Design | User Research | Presentations | Pitches | Agile
Mobile Products | Leadership | Cross-functional Teams | French

Computer/Technical Skills:

Axure | Figma | Adobe Creative Suite | HTML | CSS | SwiftUI | Google Workspace | Jira

PROFESSIONAL EXPERIENCE

MENLO INNOVATIONS, Ann Arbor, MI

September 2023 – Present

User Experience Researcher and Designer (Internal Title: High-Tech Anthropologist®)

Research and design products for a unique B2B custom software and development company with emphasis on human-centered design, Agile methodologies, and a collaborative approach.

- **Leverage user personas, observations, and usability testing to design more than 3 critical data analysis features** for a pioneering tool designed by our firm for a leading space exploration organization, enabling cross-correlation analysis, data dimensionality reduction, and energy spectra rebinning.
- **Lead 35+ observations and interviews with over 40 participants**, generating actionable insights for state and federal transportation agencies to improve innovative mobility challenge grant.
- **Conduct qualitative user research for over 7 projects** across diverse domains including retail and consumer products, transportation and mobility solutions, food distribution and retail, and automotive supply.
- **Work closely with cross-functional team** composed of UX designers, project managers, developers, and stakeholders to ensure the feasibility and fidelity of design implementation.
- **Collaborate with team to align user research and design efforts with project goals and timelines**, working on projects ranging from short-term tasks (4-8 weeks) to long-term initiatives (6 months to 4 years).
- **Lead design assessments and usability testing** for projects in travel nursing, steel manufacturing, space exploration and analysis, and mobility.

AJ UX DESIGN, Canton, MI
UX Design Consultant

February 2022 – September 2023

Provided UX consulting services for B2B and B2C clients, including clients in education technology. Executed product usability studies, made recommendations, and delivered design solutions based on user research.

- **Led comprehensive website redesign** project; conducted **usability testing, defining product requirements**, and implemented **effective visual design strategies**.
 - Increased website engagement by 129% by defining product requirements and implementing visual design strategies.
 - Achieved a 275% increase in conversion rate by applying research findings and user insights
 - Decreased time-on-task by 63% with improved task flows for enhanced content accessibility.
 - Increased user acquisition by 49% by implementing SEO strategies to boost website reach.
- Identified pain points and provided actionable insights for multiple EdTech products through **user-centric observations and field testing**.

SELECTIVE, Canton, MI

February 2022 – June 2023

Co-Founder | UX Designer & Researcher | Program Manager

Founded small business to design and pitch an EdTech product targeting a confirmed need in secondary education. Spearheaded objectives to launch product locally (\$2M market), with plans for regional expansion. Led team of 2 with responsibility for goals, timelines, design documentation workshops, pitch presentation, ideation sessions, concept validation, and end-to-end product strategy.

- **Conceptualized and pitched concept for mobile product**, winning third place in a pitch competition, demonstrating strong conceptualization and presentation skills.
- **Achieved a 92% student satisfaction rating** and positive user feedback for the MVP design through **user testing**, validating design decisions and ensuring alignment with user needs.
- **Utilized research methodologies** such as interviews, competitive audits, **user personas**, and **user journeys** to drive strategic design from discovery to validation.
- **Developed effective design solutions** through information architecture, sketches, **user flows**, wireframes, and low- and high-fidelity prototypes, iterating based on user feedback.

EDUCATION & CERTIFICATIONS

EASTERN MICHIGAN UNIVERSITY, Ypsilanti, MI
MA in French

MARYGROVE COLLEGE, Detroit, MI
MA in Teaching

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, MI
BA in French and English Education

Certification:

COURSERA | Google UX Design Specialization Certificate