

# Jenni K. Sloane

GRAPHIC & PRODUCT DESIGNER

OAKLAND, CA

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## SUMMARY

Creative and adaptive Designer with 5 years of experience, adept at crafting impactful visuals. Collaborative mindset, skilled in illustration, branding, and designing intuitive elevated interfaces and elevated experiences.

## SKILLS

- Graphic Design
- Visual Design
- Illustration
- Branding
- Typography
- Print Layout
- UI Design
- UX Design
- Design Thinking
- Human-Centered Design
- Interaction Design
- Prototyping
- Wireframing
- Information Architecture
- User Interviews
- Usability Testing
- Agile & Scrum
- Cross-functional teams
- Listening

## TOOLS

- Figma
- Sketch
- Illustrator
- Photoshop
- Xd
- Procreate
- Marvel
- InVision
- Zeplin
- Slack
- Notion
- Jira
- Miro
- Trello
- Whiteboard
- Ink & Paper

## EXPERIENCE

### Graphic Designer | Freelance • Remote

Sept 2018 - Current

- Produced impactful visual assets for clients like **Hulu** and **Fender**, showcasing adaptability and creativity in meeting diverse brand requirements.
- Executed end-to-end design processes, delivering logos, branding, style guides, iconography, pitch decks, product packaging, and social and marketing assets for clients.
- Collaborated seamlessly within design teams to deliver on individual and team goals. Engaged in cross-functional collaboration to communicate design concepts effectively, fostering a cohesive and productive team environment.
- Played a consultative and advisory role in curating client content management systems, demonstrating a keen understanding of user experience and content organization for optimal usability.

### Lead Designer | DanceFight • Remote

July 2020 - Aug 2023

- Created engaging GUIs, prototypes, mockups, pitch decks, and social and marketing assets for prominent collaborations with industry leaders such as **Apple**, **Samsung**, and **The Sandbox**.
- Led a comprehensive redesign of DanceFight's app experience and branding through user interviews and design studio workshops, resulting in an enhanced user-centric design.
- Collaborated seamlessly within teams to deliver on individual and team goals. Engaged in cross-functional collaboration to communicate design concepts effectively, fostering a cohesive and productive team environment.
- Developed functional prototypes using Figma and Marvel, showcasing the ability to bring design concepts to life in a tangible way.
- Conducted usability testing with users and stakeholders to identify design problems and propose solutions, contributing to the refinement of current and proposed features.
- Successfully transitioned design skills to adapt to the evolving needs of a startup environment, showcasing experience in a fast-growing setting and readiness to contribute to an innovative and dynamic team.

### Visual Designer | Releaser • Remote

Jan 2023 - July 2023

- Spearheaded the design of essential brand elements, including logos, branding, and iconography, showcasing a strategic approach to creating a cohesive visual identity for users.
- Consulted and advised the founder on content management systems, demonstrating a client-centric mindset and contributing to the effective curation of content for optimal user engagement.
- Successfully designed and delivered a responsive website for mobile and desktop platforms, highlighting proficiency in creating a user-friendly interface aligned with human-computer interaction principles.

## EDUCATION

**UX Design | General Assembly • 2019**

**Graphic Design | The Graphic Design School • 2018**