

Jenni K. Sloane

GRAPHIC & UI DESIGNER

PHOENIX, AZ

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SUMMARY

Creative and adaptive Designer with 6 years of experience, adept at crafting impactful visuals. Collaborative mindset, skilled in illustration, branding, and designing intuitive 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
- Animation
- Information Architecture
- Usability Testing
- 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, social assets, and marketing assets for clients.
- Collaborated seamlessly within cross-functional teams to deliver on individual and team goals, 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 | TopThis/TopCar • Remote

Dec 2024 - July 2026

- Created GUIs, prototypes, wireframes, mockups, pitch decks, social assets, and marketing assets for prominent collaborations with industry leaders such as **Samsung** and **Barrett-Jackson**.
- Collaborated seamlessly within cross-functional teams to deliver on individual and team goals, fostering a cohesive and productive team environment.
- Developed functional prototypes using Figma and LottieFiles, showcasing the ability to bring design concepts to life in a tangible way.
- Incorporated usability feedback from stakeholders to address 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.

Lead Designer | DanceFight • Remote

July 2020 - Aug 2023

- Created GUIs, prototypes, mockups, pitch decks, social assets, 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 cross-functional teams to deliver on individual and team goals, 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 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.

EDUCATION

UX Design | General Assembly • 2019

Graphic Design | The Graphic Design School • 2018