

# JEN STRONG

SENIOR UX DESIGNER

206-303-0105

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[www.jenstrongdesign.com](http://www.jenstrongdesign.com)

## SKILLS

Figma  
Adobe Creative Suite  
CSS/HTML  
Sketch  
Invision  
Microsoft Suite  
Keynote  
Framer  
Miro

## EDUCATION

### University of Washington

Seattle, WA

- Bachelor of Design  
Visual Communication Design
- Bachelor of Art  
Art History

### University of Minnesota

Minneapolis, Minnesota

- UX/UI Boot Camp

## EXPERIENCE

3M • St. Paul, MN

### Senior UX Designer

Nov 2022 - Present

Lead multiple design projects of strategic scope and complexity in parallel and execute quality deliverables with a high level of self-autonomy. Support new design programs, redesign efforts, or continuous improvement projects. Organize and manage assignments in a dynamic, diverse and agile environment while meeting tight deadlines. Collaborate with other design disciplines, engineering, business and data science to craft a human-centered approach to innovation that drives better outcomes. Lead and facilitate user research and usability testing to ensure a steady stream of diverse user insights and deliver recommendations for both UX solutions and product roadmaps with confidence. Champion digital capabilities and UX value creation with various stakeholders inside and outside of 3M, including executive leadership.

### Senior Visual UX Designer

Feb 2020 - Dec 2022

Lead the creation of visual assets, design templates, design pattern libraries, interaction designs and app prototypes for mobile (iOS and Android) and web applications. Collaborate with UX designers, industrial designers and developers to create intuitive, compelling interfaces and interactions between mobile applications and connected devices. Build high-fidelity interactive prototypes to demonstrate app functionality and deploy user testing. Define key user interface behaviors through the use of experience models, personas, storyboards, site maps, flow diagrams, wire frames and mock-ups. Translate wire frames into visual designs that are visually engaging and intuitive while staying true to brand guidelines.

Morsekode • Minneapolis, MN

### Visual Designer

Feb 2019 - Feb 2020

Lead and manage design strategy and creative vision from concept to completion. Ideate, develop, and enhance design across all mediums including brand, digital, and print. Manage, articulate, and present project plans, concepts, layouts, elements and finished solutions internally and to clients. Collaborate cross-company with broader team including other designers, creative directors, art directors, user experience, and copywriters. Understand and utilize current customer and market trends to drive optimal effectiveness of visual and design solutions.

Frontpoint Strategy • Seattle, WA

### Visual Designer

Jun 2016 - Jun 2019

Lead visual design projects for key clients including Microsoft, Amazon, and AT&T. Projects include campaign creation & design, PechaKucha Theater, brand identity, logos, posters, marketing collateral, customer facing content, and global conference content. Collaborate with clients and team members in ideation and feedback sessions to ensure deliverables map to overarching goals.