

JENNA DOLL

UX Researcher | UX Designer

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SUMMARY

A recent Master of Science in User Experience graduate from the Ira A. Fulton School of Engineering at Arizona State University program with a Bachelor of Science in Graphic Information Technology with a focus on Web Design and Development seeking a position in UX where I can utilize my advanced skills and experience as a UX Designer and Front-end Web Developer to design accessible and human-centered experiences that deliver value to both the users and the business.

EDUCATION

M.S. in User Experience

December 2022

Arizona State University

GPA: **4.0/4.0**, Graduated with Distinction

Relevant Coursework: User Experience; Cross Media Design Solutions; Interaction Design, Planning, and Implementation; Usability and User Experience; Statistics in Human Systems Research; Fundamentals of Technical Communication

B.S. in Graphic Information Technology, *Focus on Web Design and Web Development*

December 2020

Arizona State University

GPA: **3.67/4.0**, Magna Cum Laude

Relevant Coursework: Web Programming for HCI; Web Content Design; Website Design and Internet/Web Technologies; Advance Web Markup and Scripting; Website and E-Commerce Strategy; Multimedia Authoring, Scripting, and Production

PROFESSIONAL EXPERIENCE

UX Designer & Web Developer

Lou Fusz Automotive Network

📅 January 2021 - October 2021 📍 St. Louis, MO

- Developed 200+ user-centered, responsive SEO web pages achieving a 25% overall increase in SEO ranking
- Performed user research and usability testing during the dealership acquisition of Lou Fusz Motorsports and designed a functional prototype that decreased the number of user errors by 70%
- Collaborated with the marketing manager to grow the department by 50% by assisting with portfolio reviews and interviews
- Led the creation of an onboarding process for external customers that included project briefs, pricing structure, stakeholder interviews, and facilitating initial client consultations
- Established a project management strategy to ensure clear cross-function and cross-channel project communication and task follow-through between the marketing team and project stakeholders

Financial Services Coordinator

TruWest Credit Union

📅 August 2014 - August 2018 📍 Phoenix, AZ

- Assisted a team of financial advisors in managing their practices by opening new brokerage and advisory investment accounts, processing account maintenance requests, generating new business by following up on branch referrals, and fostering strong relationships with existing clients and members
- Managed the transition of over 400 brokerage and advisory investment accounts from LPL Financial to Securities America (Brokerage) and Charles Schwab (Advisory)

Other Positions Held: Member Service Representative III, Teller II

Assistant Lead Teller

Electro Savings Credit Union

📅 May 2012 - August 2014 📍 St. Louis, MO

- Trained and mentored new staff on daily bank operations
- Performed internal audits, balanced and ordered cash for the branch and multiple network ATMs
- Educated members on credit union products and services

Other Positions Held: Teller

TECHNICAL SKILLS

UX Research: User Interviews, User Surveys, User Flows, Usability Testing, A/B Testing, Stakeholder Analysis, Card Sorting, Personas, Customer Journey Maps, Empathy Maps, Heuristic Evaluations, Task Analysis, Competitive Analysis

Design & Development: Wireframes, Low and High-Fidelity Prototyping, Information Architecture, Content Design and Auditing, UX Writing, Graphic Design, Design Systems, Design Thinking, HTML, CSS, JavaScript, Responsive Web Design, SEO Research, Testing and Debugging, Web Hosting, Agile Project Management

Tools: Adobe Creative Cloud, Figma, Balsamiq, Axure RP, WordPress, Slack, Salesforce, Asana