

JENNA YOO

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EDUCATION

BFA, UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN, MAY 2023

Major: Industrial Design/Minor: Business

GPA: 3.9/4.0, Graduated with High Honors

Dean's List Fall 2019, 2020 & Spring 2021, 2022

EXPERIENCE

AUGUST 2023 – PRESENT

UX DESIGNER, CONTRACT, ABBVIE

- Crafted high-fidelity wireframes and prototypes for 4 Generative AI web applications using Figma.
- Engineered a CSS JSON file and visual style guide to enforce brand standards across Power BI data dashboards, ensuring consistent data visualization and saving 20% of build time.
- Participated in organizing and speaking at the first internal UX conference to raise awareness about UX and cross-pollinate with other internal groups. 180+ AbbVie employees registered for the event and 30+ speakers participated in knowledge sharing.
- Orchestrated an internal communication strategy through bi-monthly e-newsletters, reaching over 100 employees with an average open rate of 70%.
- Provided expert consultation and redesign for town hall meetings, data summits and strategy presentations.

JUNE 2023 – AUGUST 2023

UX DESIGN AND RESEARCH INTERN, THE SMART, HEALTHY COMMUNITIES INITIATIVE, UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

- Designed and tested 6 critical components for the Illinois App design system.
- Facilitated and analyzed 2 focus group sessions addressing Gender Based Violence reduction.
- Established a comprehensive framework to guide the design team in crafting components through tutorial videos and informational slides.

AUGUST 2022 – MAY 2023

UX/GRAPHIC DESIGN INTERN, COUNTRY FINANCIAL

- Conducted user research with 4 field representatives to determine user pain points.
- Wireframed and prototyped 2 home page web interfaces to present.
- Designed event pages and layout of the 2022 DigitalLab yearbook.

CERTIFICATIONS

- **Digital Product Management: Modern Fundamentals**, Coursera August 2024
- **Introduction to Front-End Development**, Coursera January 2024
- **Figma Design System Course**, SaaS Design October 2023
- **Figma Training Certificate**, SaaS Design August 2023
- **Google UX Design Certificate**, Coursera July 2023

SKILLS

Visual Design | Wireframing | Prototyping | Communication Strategy | Design Systems | Newsletter Design | UX Web Consulting | Basic CSS | Information Architecture | Data Visualization | User Training | Presentation Design | Adaptability | Storytelling | Problem-Solving