Jennifer Rhau, MS

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PROFESSIONAL SUMMARY

B2B SaaS Product Designer with a passion for ethical and accessible design. Proven track record of owning the design process from ideation to launch. Seeking to work with an established team of designers.

SKILLS

Information Architecture, Interaction Design, Prototypes, User Experience Design, Usability Testing, User Research, Front-end Development

TOOLS

Software: Figma, Pendo, Jira, Adobe XD, Sketch, Adobe Suite, Microsoft, WordPress, Tableau, Datadog
Programming Languages: HTML, CSS, Java
Operating Systems: Windows, Mac OSX, Linux

PROFESSIONAL EXPERIENCE

Product Designer and Researcher, Claravine   August 2021 – February 2023
- Oversaw design projects and design decisions as design lead for a team of engineers. Focused on core product changes while building a design system document to aid in future decisions.
- Conducted user research (usability testing, user interviews, and A/B testing) to ensure a great data-driven user experience for users. Identified and addressed usability issues, and gathered feedback to improve the overall user experience.
- Spearheaded a redesign of the dataset page, the primary page that users use, to increase usability and comprehension of primary features on the dataset experience through research and multiple design iterations.
- Led weekly design meetings between the product team and the customer teams to foster open communication about current prototypes and product updates.

User Experience Intern, Claravine | First Design Hire   January 2021 – August 2021
- Conducted user research to identify the pain points leading to a data approval feature request by interviewing 5 users and following up with these users to conduct idea validation.
- Appointed as the solo designer, the first design hire, to execute a research initiative to discover complications in information architecture by orchestrating a card sort with 8 customer success managers, a heuristics evaluation, and a competitive analysis to inform a suggested redesign.

PROJECTS

Interaction Designer, Audentia   September 2020 – December 2020
- Collaborated with the founder of a start-up non-profit organization on a team of 4 focusing on the design process to design the mobile interface for an application that focuses on creating impactful mentorship opportunities for underrepresented Brazilian women.
- Led usability testing and optimized user experience and interaction design.

Designer, CERN IdeaSquare | Pace University Design Factory   October 2019 – May 2020
- Selected to collaborate in a driven team of four to develop, design, and research innovative 2030 solutions for the United Nations' 3rd sustainable development goal using the design thinking processes for innovation during fast-paced ideation sessions sponsored by the NYC Design Factory in collaboration with CERN Ideasquare.
- Conducted cross-functional collaboration with three international teams to develop several mockups and prototypes during 2-week intensive and presented the research and final solution to an international audience.

EDUCATION

The University of Michigan, College of Engineering
Master of Science (MS) in Design Science | Concentration: UX/UI Design & Human Behavior

Pace University, Seidenberg School of Computer Science & Information Systems
Bachelor of Science (BS) in Computer Science | Minor: Graphic Design