

Jennie Mason

Email: jennie.mason.design@gmail.com
Portfolio: <https://www.jenniemason.com>
LinkedIn: <https://www.linkedin.com/in/jenniemason/>

As a **Product (UX/UI) Designer** with a background in visual design, I've had the opportunity to apply my UX knowledge over the last few years working with several startup companies in a contract UX/UI Design role. Currently, I'm really excited to continue growing in my UX design expertise in full-time position in a technology-focused, design-centric organization.

Experience

UX/UI Designer
Jennie Mason Design
Jun 2006–Present

Delivered design services to companies working across diverse sectors, including: healthcare, education, utilities, wellness and fitness, veterinary, retail stationery and printing, legal, business operational systems.

UX/UI Designer, Lead
Syntrillo
Nov 2021–Nov 2022

Collaborated with cross-functional team to design and deliver the first MVP app for stroke survivors' rehabilitation that helped secure investor funding. Launched a community platform, guiding 20 users through program content, gathering valuable user insights.

Sr. Visual Designer
Willow Innovations, Inc.
Jul 2021–Oct 2021

Delivered a successful redesign of Willow's Help Center, resulting in increased user satisfaction when troubleshooting their Willow breast pump and supporting products.

UX/UI Design, Lead
Gabbi, Inc.
APR 2020–FEB 2021

Goals of the company were to create a brand presence and connect with investors. Projects included: company website, breast cancer assessment, investor presentations, and product demo.

Education

Springboard
Oct 2023–present

UX Career Track, User Experience Design

Appalachian State University

Bachelor of Science, Graphic Arts and Imaging Technology, minor in Sociology

Skills

RESEARCH
Quantitative Data
Competitor Analysis
Heuristic Analysis
Content Audit
User Surveys
Qualitative
User Interviews
Affinity Mapping
Empathy Maps
Personas

IDEATING
User Stories

Site Maps
Journey Mapping
User/Task Flows
Use Cases/ Scenarios
Story Boards
Red Routes
Card Sorting

DESIGN
Sketching
Wireframing
Prototyping
Usability Testing
Brand strategy

Design Guidelines for Design Systems
Prepare, communicate, annotate for final design hand off
Balancing business goals and user needs
Collaboration and relationship-building with stakeholders

→ To view more of my experience, please visit: [linkedin.com/in/jenniemason/](https://www.linkedin.com/in/jenniemason/)
References available upon request.