Jenny Jung

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EXPERIENCE

Echo Web Design LLC | UX Designer *Edison, NJ, 01/2023 - Present*
- Delivered UX and UI design solutions for internal tools and websites, ensuring usability, accessibility, and brand consistency.
- Conducted competitor analysis, usability audits, and accessibility assessments to inform decisions to align with UX practices.
- Designed responsive wireframes, prototypes, and systems to streamline handoff and improve efficiency.
- Collaborated with clients to understand business needs and translate them into user-centered design strategies.
- Led iterative design process, gathering feedback from stakeholders, conducting usability testing to optimize conversion.
- Refined UI layouts for mobile and desktop platforms, reducing friction and improving completion.
- Created high-fidelity prototypes to validate design flows and ensure communication with development teams.

Sasha Buerano Agency - State Farm | Marketing Associate | Compliance Officer *Edison, NJ, 03/2024 - Present*
- Managed a $2,000 monthly marketing budget, increasing ROI by 35% through targeted campaigns and event marketing.
- Boosted lead generation by 25% and customer base by 15% using SEO and geo targeting strategies.
- Increased Instagram followers by 7.3% and increased engagement by 48.8% in 3 months through consistent content planning.
- Used CRM tools and analytics dashboards to refine customer segmentation and improve campaign performance.
- Ensured compliance by maintaining accurate records and reviewing marketing materials for brand and legal standards.

DESIGN PROJECTS

Blog Echo Web | UX Designer | [Link](#) *04/2025 - Current*
- Led end-to-end UX design for an internal blog project, focusing on responsive layout and content discoverability.
- Designed wireframes and interactive prototypes using Figma to address high bounce rates and improve user retention.
- Collaborated with developers to define user flows and structure navigation, resulting in more efficient information access.

Industrial Commercial Roofing | UX/UI Designer | [Link](#) *01/2025 - 03/2025*
- Redesigned outdated roofing site to increase lead conversions and improve mobile responsiveness.
- Conducted heuristic evaluation and created user journey maps to identify friction points.
- Developed high-fidelity UI mockups in Figma and improved navigation speed by 45%.

Echo Web, LLC | UX Designer | [Link](#) *05/2023 - Ongoing*
- Designed and launched the official Echo Web website, focusing on clear navigation, responsive layout, and brand storytelling.
- Created wireframes, high-fidelity mockups, and interactive prototypes to showcase service offerings and drive client inquiries.
- Worked closely with developers to ensure accurate implementation and smooth user experience across devices.
- Conducted user testing and refined design based on feedback to improve usability and engagement.

Amoria Tea | Echo Web LLC Project | UI Designer | [Link](#) *01/2023 - 05/2023*
- Optimized user engagement by achieving a 33.33% CTR for the "boba tea catering" query with an average position of 7.5.
- Improved website visibility with 8,324 impressions, 122 clicks, 1.47% CTR, and average search rank of 12.2.
- Led full website design using user-centric UI principles, reducing navigation time by 50%.
- Created mobile-first wireframes and responsive prototypes to support event bookings.

Bibti - Mobile Application Redesign | General Assembly-Client Project | Project Manager, Research Lead *12/2022- 01/2023*
- Led UX research for a safety-focused commuting app for women, conducting 9 user interviews.
- Facilitated agile sprints and coordinated tasks across a 4-person team.
- Built design system and interactive prototypes aligned with Material Design standards.
- Improved task success rate via usability testing and filter optimization.

TECHNICAL & INTERPERSONAL SKILLS

- **UX/UI Design Skills:** User Research & Interviews, User-Centered Design (UCD), Wireframing & Prototyping, Visual & Interaction Design, Usability Testing & A/B Testing, Information Architecture & Design, Accessibility (WCAG Compliance), Responsive & Mobile-First Design, Design Systems & UI Style Guide, Storytelling & Journey Mapping
- **Software & Design Tools:** Figma, Canva, Optimal Workshop, Microsoft Office Suite (Excel, Word, Powerpoint), CRM
- **Marketing & Creative Strategy:** Digital Content & Campaign Strategy, E-Commerce Banners & Marketing Assets, SEO Fundamentals & Data Analysis
- **Interpersonal skills:** Cross-functional Collaboration, Socia, Media Communication, Problem Solving & Critical Thinking, Decision-Making Adaptability, Empathy & Client Engagement

EDUCATION

General Assembly, User Experience Design Immersive *Remote, Certificate: 01/2023*
- Design certificate program for mastering UX principles, full-time, 450+ hours of professional training.
- Incorporated Seminars: HTML/CSS/JavaScript, gave design guidelines to 5 developers on rebranding developer portfolios.
- Skills: Landing page design, weather app design, music app design, branding, web banners, e-commerce websites, social media icons, developed brand guidelines