

JENA MERTEN

Atlanta, Ga • [linkedin.com/in/jennifermertendesigner](https://www.linkedin.com/in/jennifermertendesigner)
jmertenrich@gmail.com • 319-321-4361

SENIOR EXPERIENCE DESIGNER

Work Experience

Senior Experience Designer

Truist Bank

- Enhanced client experience in the authenticated financial space by collaborating with the digital banking team. Notable projects include: transactional data enrichment for data tables, the redesign of an account summary card on the accounts page, the integration of Paze within the client's digital wallet, digital issuance for debit and credit cards, and the redesign of the card controls page and functionality.
- Collaborated with Engineering, Product, Content, UX Researchers, Accessibility, and other UI and UX Designers to deliver innovative digital solutions that increased client engagement and satisfaction.
- Successfully managed multiple features simultaneously working across platforms and teams across the enterprise.
- Worked with an illustration team to create imagery that enhanced the client experience adding moments of delight throughout the digital experience.
- Developed a comprehensive storytelling framework for design teams, fostering collaboration and significantly improving project outcomes across multiple platforms.

Senior Experience Designer

Lowes

- Fostered collaboration among design, researchers, and engineering teams, streamlining project delivery and significantly improving the internal experience for Lowe's pricing analysts.
- Conducted usability studies with users to better understand pain points and applied findings to wireframes and user interface flows.
- Collaborated with Engineering, Product, Content, Researchers and Design partners to deliver innovative digital solutions that enhanced analyst workflows.

Education

MFA

Georgia State University //
Visual design concentration

BFA

Savannah College of Art &
Design // Art History

BFA

Savannah College of Art &
Design // Painting

- Successfully managed multiple design projects simultaneously, fostering collaboration among teams and delivering high-quality user experiences that transformed client interactions.

Senior Experience Designer

Kroger

- Implemented a user-centered design utilizing a comprehensive design system to enhance user-interface flows.
- Worked closely with design and engineering teams to deliver innovative digital solutions that improved user experience and engagement, fostering collaboration throughout the project.
- Successfully managed multiple design projects simultaneously, fostering collaboration among teams and delivering high-quality user experiences that transformed client interactions.

Senior Visual Designer

Big Imprint

- Created the look and feel of websites, mobile interfaces, marketing campaigns, branding and other multi-media projects.
- Participated in client meetings to provide design solutions for creating and maintaining their digital presence. Worked under an established budget and project time-line to effectively produce quality work and meet client criteria.
- Worked efficiently in both a team setting and independently. Available on off hours for team and client feedback, and inquiries. Maintained personal design responsibilities with limited supervision.

Graphic Designer

Central garden & pet

- Collaborated with the design team to design, develop, and prototype new package designs. Created advertisements for a national audience, formulated internal sales presentations, and developed marketing and branding concepts.
- Developed and executed a visual design strategy that integrated illustrations, enhancing client experience and fostering collaboration among cross-functional teams within 6 months.
- Partnered with product managers to design visual solutions that transformed user interactions, significantly elevating the overall client experience without exceeding project timelines.

Freelance Designer

Design for film, television, and print

- Notable clients include; Turner, Cartoon Network, The Weather Channel, Home Depot, McDonald's, Papa John's, and BeSquared Productions which produced the show Good Eats

With over 10 years of experience, I have spearheaded user-centered design approaches to transform client interactions and enhance the digital presence. I have collaborated with cross-functional teams to deliver innovative solutions, utilizing comprehensive design systems to enhance user-interface flows. My expertise includes user-experience design, visual design, illustration, and project management, resulting in significantly increased client engagement and satisfaction.

Volunteering & Leadership

Braven

Professional mentor

Skills

user flows, Illustration, Usability testing, Prototyping, User interface design, Storytelling, Designing wireframes

Software: Figma, Adobe Creative Suite, Miro, Sketch, Copilot