

Jennifer Siming.

SENIOR PRODUCT & VISUAL DESIGNER

347.978.4213 • jennifer.siming@gmail.com • jensiming.com

SKILLS

Design

Visual Design
Responsive Web
Mobile Apps
Product Strategy
User Research
Usability Testing
Wireframing
Rapid Prototyping

Technical

Figma
Sketch
Adobe Suite (Ps, Indd, Ai)
Google Suite (Docs, Sheets, Slides)
Keynote
InVision

Languages

HTML, CSS

EDUCATION

2006 – 2009, University of Michigan

Ann Arbor, MI

B.A. Visual Communication Studies,
with Honors

2011 – 2012, Shillington College

New York, NY

Web UX/UI & Graphic Design

EXPERIENCE

2018 – Present, Senior Product Design Lead, Adopt a Pet @ Kinship

Remote (San Francisco, CA)

- Overhauled the brand identity and helped refresh product strategy for legacy site of 20 years. Considerations included multiple workflows for adopters and private pet owners, as well as administrative dashboards for animal welfare organizations and our internal Customer Success team. [This project is in development and has not yet been launched to the public.]
- Created a new design system (in Figma), style guide, and illustrations and assets libraries.
- Daily collaboration with product manager, scrummaster, and team of engineers.
- Other responsibilities include: marketing, social, and internal communications designs

2014 – 2017, Design Lead & Product Manager, ViewFind

San Francisco, CA

- Led the strategy and design of both the MVP and “new generation” product cycles for responsive web platform and creation of brand identity.
- Web design (responsive design for desktop and mobile devices); branding design (logo and company style guide); brand collateral design (business cards, email templates, tshirts, etc.); corporate collateral design (marketing materials, decks and pitches); iOS and Android app design (supporting); and product management (product roadmapping, leading scrums, liaison between development team, editorial team, and upper management).

2013 – 2017, Co-Founder & Visual Designer, J(2)

New York, NY & San Francisco, CA

<http://jtwo.design>

- Co-founded and leading projects for various clients across industries.
- Brand identity and collateral design; responsive web design; and project management.

2012 – 2013, Production Artist, Avon

New York, NY

- Art direction and production, Photoshop retouching and compositing, style guides, moodboard and swipe compilation.

2012, Graphic Designer, @radical.media

New York, NY

- Pitchbook design and production in InDesign; graphics design and retouching in Photoshop and Illustrator; presentation design and creation in Powerpoint, Keynote and InDesign.
- Clients included Chipotle, MTV, Mt. Gay Rum.