Jenna Careri

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summary

Versatile UX generalist with focus areas in visual design, content design, and front-end coding. Four years shipping user experiences for web, mobile, and native apps in finance and ecommerce. Proven success collaborating with cross-functional teams to build user trust and engagement, conversion, and retention.

projects *(view at _jennacareri.com_)*

eBay site-wide currency experience | An end-to-end solution for cross-border shopping
Pocket Local mobile travel app | A personalized experience, built for the way you already travel
Crossroads Urban Center redesign | A modern update for a local non-profit

relevant experience

Senior Content Designer at eBay | Apr 2023 - Present
Optimize cart and checkout experience, unlocking $25M+ in annual revenue through updated risk remedies. Lead content on 4-person team to create global single currency experience estimated to add $9M in annual revenue.

Content Designer at A-LIGN | Jan 2023 - Mar 2023
Pioneered content strategy to drive feature adoption/activation for SaaS compliance product. Built user journey maps for onboarding and freemium/premium app versions. Team's first content designer.

Senior Content Designer at Wells Fargo | Nov 2021 - Dec 2022
Led content design for B2B customer onboarding and user personas. Created UX writing guide for the team, combining enterprise voice and tone standards with product best practices.

Content Designer at Red Ventures | Mar 2019 - Nov 2021
Optimized omnichannel flows for Texas' largest energy marketplace with A/B tests, research, and KPIs. Designed email campaigns, landing pages, ads, and brand guides, focusing on brand awareness and conversion.

education

Certificate in UX/UI Design | University of Utah | Salt Lake City, UT | Feb 2024
Coursework includes: user research, design principles, interaction design, user interface (UI), info architecture (IA), accessibility, design systems, journey maps, personas, user flows, wireframes, prototypes, usability testing

Bachelor of Arts (B.A.), Journalism, French | University of Massachusetts | Amherst, MA | Summa cum laude

skills

Technical | Figma, Invision, Stark, FullStory, UserTesting, Miro, WordPress, Google Analytics, Jira, Agile, Asana, HTML, CSS, JavaScript, jQuery, Bootstrap

Language | French, fluent; English, native language