Jenna Careri

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summary

Analytical product designer with focus areas in customer acquisition and engagement, conversion and revenue. Four years leading content design for web, mobile, and native apps in finance and ecommerce. Proven success collaborating with cross-functional teams to develop solutions that combine business and user needs.

projects

eBay site-wide currency experience | Content Designer
An end-to-end solution for currency exchange. Designed seamless currency journey for cross-border shoppers to achieve +20% feature adoption. View at jennacareri.com/ebay

Pocket Local mobile travel app | UX Designer
A personalized experience, built for the way you already travel. Developed new app for a saturated market, focusing on unmet user needs and adoption-driving features. View at jennacareri.com/pocketlocal

Crossroads Urban Center redesign | UI/UX Designer
A modern update for a local non-profit. Created new design direction and responsive website to increase donor confidence and volunteer sign-up. View at jennacareri.com/crossroads

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: research practices, user experience design principles, interaction design, user interface (UI), heuristic evaluation, user personas, storyboards, user flows, wireframes, prototypes, front-end development

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

skills

UX/UI | User research, journey mapping, information architecture (IA), design systems, agile methodology, product strategy, usability testing, accessibility, data analytics, verbal and written communication, design reviews and feedback

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

Language | French, fluent; English, native language