

# Jenn Padilla

## UX DESIGNER



[www.jennpadilla.design](http://www.jennpadilla.design)



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### PROFILE

When it comes to UX design, I champion a user-focused approach. I'm passionate about creating exceptional experiences, and I have a love for innovation and collaboration. If given the chance, I would be a superb addition

### SKILLS

User-Centered Design

User Research

Journey Mapping

Wireframes & Prototypes

Testing & Validation

Agile & Waterfall Methodologies

### PROGRAMS

Figma

Unreal

Adobe Suite

Python

### EDUCATION

#### UX Design

#### Interaction Design Foundation

2022 - Present

Courses include: "Emotional Design," "Accessibility," and "Design for Augmented and Virtual Reality."

#### Bachelor of Fine Art, Animation

#### Savannah College of Art & Design

2013 - 2017

### PROJECTS

#### UX Designer / Product Manager

[Training Buddy](#)

Sep 2023 - Nov 2023

- Laid the foundation of a fitness mobile game, devising its core loop, games, and monetization plans, resulting in an engaging user experience.
- Enhanced user insights by conducting [surveys](#), [interviews](#), and [cultural probes](#), addressing user problems, and identifying motivational factors.
- I enhanced app design through comprehensive [competitive research](#), employing strategic analysis that elevated the users' experience.
- I conducted usability tests on [Figma](#)-created [wireframes](#), which measured user interactions, identified enhancements, and ultimately optimized the user experience for seamless navigation.

#### UX Designer / Game Designer

[AC: New Murder](#)

Aug 2020 - Oct 2022

- Through design thinking, conducted three rigorous [usability tests](#), resolving at least [ten critical pain points](#) while maintaining the intended friction, resulting in enhanced player engagement.
- Expanded the player base to [2,000+ individuals](#), including [25 streamers](#) with peak audiences of over [300](#), significantly increasing game visibility.
- Garnered [59 heartfelt letters](#), evidencing the emotional impact and connections fostered by the game.

### WORK EXPERIENCE

#### 2D Designer

Self-Employed

Mar 2022 - Present

- Brought client visions to life through animation, design, and storyboarding for Twitch/YouTube brands and shows like 'Hazbin Hotel' and 'Helluva Boss'
- Achieved video success with views from [5 million](#) to [90 million](#), showcasing content creation abilities.
- Focused on client satisfaction through collaboration and creating quality work, fostering long-lasting client relationships.

#### Character Layout Artist

Warner Bros.

Aug 2021 - Mar 2022

- Enhanced the appeal of 'Animaniacs' and 'Pinky & the Brain' characters through attention to detail, ensuring readiness for animation.
- Contributed to 'Animaniacs' success with [5 Emmy wins](#) and [6 nominations](#).
- Developed a deep appreciation for character engagement, transferable to crafting user-centric digital experiences.
- "Jenn Padilla... is super adaptable and really talented. I think she'd be an asset to any crew." - Tony Craig, my lead.