# Jenn Padilla
## UX DESIGNER

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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.

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## SKILLS

User-Centered Design

User Research

Journey Mapping

Wireframes & Prototypes

Testing & Validation

Agile & Waterfall Methodologies

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## PROGRAMS

Figma

Unreal

Ren'Py

Adobe Suite

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## 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 Desginer
**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.

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## 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.