

# Jenn Padilla

## UX DESIGNER



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



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### PROFILE

I'm a former animator and evolving UX designer who consistently crafts compelling experiences that align user desires with strategic business outcomes, fostering engagement and profitability. 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

HTML / CSS

### EDUCATION

#### Interaction Design

#### University of North Texas

2024 - Present

Subjects include: "Screen-Based Interactions," "Accessibility," and "Artificial Intelligence."

#### 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 - Aug 2024

- Transformed client visions into immersive experiences through animation, visual design, and storyboarding for **Nickelodeon**, Twitch/YouTube brands, and shows like '**Hazbin Hotel**' and '**Helluva Boss**'
- Achieved content success with Youtube views from **5 million** to **90 million**, through optimized storytelling and user engagement.
- Prioritized client satisfaction through collaboration, iterative feedback loops, and delivering high-quality solutions, fostering long-lasting partnerships.

#### Character Layout Artist

##### Warner Bros.

Aug 2021 - Mar 2022

- Enhanced the appeal of '**Animaniacs**' and '**Pinky & the Brain**' characters through attention to detail, ensuring seamless animation workflows.
- Contributed to '**Animaniacs**' success with **5 Emmy wins** and **6 nominations**, demonstrating an ability to deliver high-impact experiences.
- Developed a deep understanding of user engagement, transferable to designing intuitive, user-centric digital experiences that prioritize both visual coherence and user satisfaction.