Jennifer Zaragoza

A dynamic Product Designer with a track record of driving user engagement and revenue growth through innovative, data-driven design solutions.

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Experience

Lead Product Designer - Tagboard
July 2021 – March 2024

A B2B SaaS technology leader specializing in real-time social media content curation and display, enabling broadcasters, brands, and event producers to engage audiences across television and digital platforms.

- Improved **product usability** through strategic design, crafting mockups and wireframes, thereby **enhancing performance** and significantly **boosting customer satisfaction**.
- Led **user and domain research**, analyzing and using feedback to refine designs, increasing **user satisfaction by 30%**.
- Partnered with the **Product leads** to develop and manage quarterly **design roadmaps**, ensuring alignment with business objectives.
- Applied a comprehensive understanding of **UX and Visual Design** principles to lead and innovate design projects, **improving product performance.**
- Collaborated with product managers and engineers to identify and deliver product features to our product suite through **strategic product development.**

UX/UI Designer - Novaby
April 2021 – June 2021

An innovative AR company specializing in augmented reality experiences, enhancing user interaction through graphics and dynamic animation.

- Collaborated with **Creative Director** and engineer team to develop an intuitive user interface for an augmented reality mobile application.
- Provided assets, and annotations for UI implementation, and designed solutions for **mobile AR experience**.
- Crafted storyboards, and wireframes to guide and support the development process of the **3D engineers**.

Product Designer - Versatackle
March 2021 – June 2021

Versatackle is a video conferencing platform app designed to facilitate seamless and intuitive virtual meetings focused on accessibility.

- Collaborated with Founders to **optimize product navigation**, resulting in a **15% reduction** in user errors and an enhanced user experience.
- Enhanced user interface and information architecture informed by user research, ensuring alignment with brand identity and business objectives.
- Solicited and shared constructive feedback with **Founders**, and engineers to refine product designs, and align closely with user needs and business goals.

Lead UX/UI Designer - Project Untaboo
Jan 2020 – March 2020

A startup company providing access to environmentally conscious period products and destigmatize menstruation, focusing on travelers and the tourism industry.

- Initiated and led weekly **design critiques**, enhancing collaboration across design, engineering, and marketing teams, reducing project turnaround time.
- Enhanced **user satisfaction by 400%**, improving ratings from 1 out of 6 to 5 out of 6 through strategic usability testing and iterative design improvements.
- Directed the **design process** for the **mobile app** onboarding process in collaboration with the Founder and engineers.

Key Accomplishments

Implemented and expanded an open source Design Dystem, PrimeOne

- Reduced product launch cycle time from 14 weeks to just 6 weeks.

Created a company Style Guide from 0→1

- Streamlined the development process and enhanced design consistency across products by 40%.

Designed award winning AR Experience

- AR experience, Live at the Black Hawk, winner of the Vaga Digital Award.

Skills

Product Design   HCD   UX/UI Design

Design Thinking   Prototyping

Information Architecture

Interaction Design   Design Systems

User Testing   User Research

HTML/CSS

Tools

Figma   Figjam   Fullstory   Heap

Productboard   Sketch   Miro   Zeplin

Storybook   Webflow   VS Code

Education

Intro to HTML5 Certified
Coursera   2021

Intro to CSS3 Certified
Coursera   2021

UX/UI Design Certified
Flatiron School   2020

Bachelors, Biology
CSU East Bay   2015