

# Constantly fighting the good fight for clean & functional design.

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## MISSION

To help companies realize the benefits of a well-working design organization.

## AREAS OF FOCUS

Design Leadership  
Creative Direction  
Product Design  
User Experience  
Design Systems  
Growth  
Storytelling

## TECHNICAL SKILLS

iOS & Android  
Sketch & Zeplin  
Adobe Creative Suite  
HTML & CSS  
Responsive Design

## REFERENCES

*Available upon request.*

Chris Webb  
CEO & Co-Founder  
ChowNow

Emmy Yardley  
Chief Product Officer  
ChowNow

Nicki Peña  
Design Team Lead  
ChowNow

## DIRECTOR OF DESIGN • CHOWNOW • LOS ANGELES, CA

*August 2016 - October 2018*

Built a team of product, growth, and production designers who are responsible for supporting functionality of the ChowNow platform, owning branding and visual communications as well as helping restaurants market their online ordering platform through their own marketing materials. Managed day-to-day responsibilities and worked towards uncovering creative confidence through ongoing career development, feedback, and hands-on coaching. Scaled the design team from 3 to 9 people.

## DIRECTOR OF PRODUCT DESIGN • MAKESPACE • NEW YORK, NY

*September 2014 - June 2015*

Responsible for the design direction for MakeSpace's products. Refined the user experience and UI for the mobile and web apps while implementing new features to help with conversion and acquisition. Implemented processes to define goals and validate hypotheses. Communicated how the product vision will achieve goals and earned stakeholder buy-in through wireframes, clearly documented user flows, and prototypes. Introduced a design system to provide cohesion across all products. Managed 2 designers.

## PRODUCT DESIGN CONSULTANT • OVERSTOCK • SALT LAKE CITY, UT

*September 2014 - January 2015*

Worked with a team of designers to simplify user experience and elevate visual design for the redesign of main landing pages across Overstock.com. Presented wireframes, designed initial comps, and oversaw design direction.

## LEAD UX DESIGNER • KETTLE • NEW YORK, NY

*May 2014 - August 2014*

Led UX design for the relaunch of the Mad Libs iOS app. Conducted competitive analysis, researched gamification, and brainstormed multiple directions and concepts before wireframing and iterating into a simplified iOS game that can also be replicated for other licensed Mad Libs apps. Currently available on iOS & Android.

## PRODUCT DESIGNER • IHEARTRADIO • NEW YORK, NY

*October 2013 - April 2014*

Designed the user interface for an internal content management system that allows over 1,000 radio stations across the U.S. to be able to quickly publish content to their websites. Supported in production design, documenting visual guidelines, and delivering development ready assets for iHeartRadio products across native mobile, tablet, and web.

*For full work history and descriptions, please visit [www.linkedin.com/in/jennvo](http://www.linkedin.com/in/jennvo)*