

ERICA JENNINGS

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SUMMARY

User Experience Designer with over 3 years of experience in user interface design, product design, and delivering software applications across digital platforms. Skilled in balancing user needs, technical constraints, and business objectives from a user-centric perspective. Adept at collaborating with cross-functional teams and navigating complex systems to develop innovative design solutions. I'm looking for remote or hybrid opportunities in a cross-functional team environment.

KEY SKILLS

User-Centered Design: User Research, User Flows, Personas, Storytelling, Journey Mapping, Usability Testing

UI Design: Wireframes, Low and High-Fidelity Prototyping, Brand Guidelines, Visual Design, 508 Accessibility

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Bitbucket, JIRA, GIT, Confluence

Front-End Technologies: HTML, CSS

PROFESSIONAL EXPERIENCE

User Experience (UX) Designer

November 2023 – November 2024

Elevance Health - Military OneSource | Ashburn, VA. (Hybrid)

Military OneSource is a US Dept. of Defense program that provides resources to support service members and families.

- Participated in Military OneSource (MOS) AI Chatbot Discovery/Planning discussions to design a floating chatbot icon for easy access to live chat, and improved user interaction with MOS resources.
- Enhanced user navigation by developing high-fidelity mock-ups for the Military OneSource Member Connect home and menu screens aligning with the look and feel of the militaryonesource.mil site.
- Improved design collaboration and decision-making by contributing to brainstorming sessions and presented multiple design solutions to streamline feature implementation using agile and lean methodologies.
- Facilitated design workshops, presentations, and meetings with clients, stakeholders, and internal teams, delivering insights and gathering feedback to guide design iterations for the militaryonesource.com site.
- Assisted Business System Associates (BSA) and Engineers with quarterly usability testing of the Employee Assistance Program (EAP) and Content Management Application (CMA) systems for functionality and to address key pain points.

User Experience (UX) Design Consultant

May 2022 – February 2023

Volvo Trucks North America | Greensboro, NC. (Hybrid)

Volvo Trucks is a leading truck manufacturer, committed to driving progress and shaping the future of transportation.

- Applied user-centered design principles to craft intuitive interface designs, high-fidelity wireframes, prototypes, and visual assets for multiple digital platforms that adhered to Volvo brand guidelines.
- Created interface designs for the Volvo VNR Electric Truck by applying user-centered design principles, resulting in a user-friendly interface for the Active Driver Assist technology that improved the driver experience.
- Delivered production-ready design graphics for 300 truck icons, ensuring consistency with brand guidelines.
- Analyzed 3D animations to design functional buttons which led to improved usability of in-cabin features.
- Led design critiques and provided constructive feedback on vehicle features and software systems to refine design ideas and ensure alignment with business objectives and technical specifications.
- Strengthened cross-functional collaboration by presenting design deliverables sketches, mockups, and prototypes to product managers and engineers based on user feedback, usability testing, and team collaboration.

User Experience (UX) Designer

February 2021 – August 2021

Thinkful | New York, NY. (Remote)

Comprehensive UX Design Program. Learned design thinking, user research, user interface design (UI), visual design concepts, usability testing, and accessibility practices (WCAG 2.1 AA+).

- Communicated with 5 stakeholders design concepts, content strategy, and business requirements using Human Centered Design (HCD) principles, processes, and research methods to develop web and mobile designs.
- Conducted research and qualitative analysis to understand the “why” behind 25 users’ behaviors and synthesized insights into actionable design improvements for better user experiences.
- Researched user insights for design concepts, user flows, personas, wireframes, and supported high-fidelity prototyping efforts to design user interfaces using Figma, Photoshop, and Illustrator.

Career Pause

February 2019 – February 2021

- Focused on professional development and upskilling in UX design, participated in design thinking and user-centered design training, which contributed to a deeper understanding of creating user-friendly digital experiences.

Sales Support Specialist

August 2008 – February 2019

Kontoor Brands, Inc. | Greensboro, NC.

Kontoor Brands is a global lifestyle apparel company with a portfolio of iconic denim brands: Wrangler and Lee.

- Increased KPIs by 15% by facilitating customer insight discussions with 10 product stakeholders to measure the customer experience and incorporate feedback to optimize store layouts and product offerings.
- Increased our sales goal by 35% by conducting market research and competitive analysis for more than 1200 Wrangler and Lee products aligning with our customers’ needs and business goals.
- Crafted digital illustrations and catalog assets for the Wrangler and Lee quarterly sales catalog which improved visual communications for sales campaigns.
- Maintained technical documentation and reports for more than 1200 product designs and 81 store accounts.
- Assisted with creating 25 VF Outlet store planograms using Adobe Illustrator, performed research, and analyzed historical data to determine the space allocation for the Men and Ladies’ departments.

Product Design Specialist

May 2000 – July 2008

VF Corporation | Greensboro, NC.

VF Corporation is a global apparel and footwear company with a portfolio of iconic outdoor and workwear brands.

- Crafted a sourcing manual for vendors to follow standard technical packaging guidelines, branding policies, and legal regulations across international factories reducing production errors.
- Improved garment design accuracy by providing Computer-Aided Design (CAD) software guidance to interns, streamlining design processes for label artwork, fabric patterns, and garment construction.

EDUCATION

University of Phoenix, Raleigh, NC

Master of Business Administration (MBA)

Global Management

The University of North Carolina at Greensboro, Greensboro, NC

Bachelor of Science (BS)

Product Design and Marketing