

JENNIFER VAN HARDENBERG

UX/UI DESIGNER

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SUMMARY

UX Designer equipped with marketing skillset and 10+ years multi-industry experience, bringing strengths in research, visual design, and brand strategy to user-centric products and services.

SKILLS

Visual Design
Competitive Analysis
User Research & Interviews
Persona Development
User Flows
Journey Maps
Wireframes
Rapid-prototyping
Usability Testing
Responsive Design
Art Direction
B2C Marketing
Writing
Project Management

TOOLS

Figma
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Basic HTML/CSS
Basic Sketch

EDUCATION / degree

Bachelor of Fine Arts,
Visual Arts (Honors)

University of Victoria
Helen Pitt Grad Award,
and Film Festival Winner

EDUCATION

UX Design Certificate; UI Specialization

CareerFoundry / Nov 2020–Sep 2021

- Completed intensive 10-month program with a focus on design thinking, user research methods, persona creation, information architecture, rapid-prototyping techniques, and usability testing;
- Designed a low-fidelity prototype for a native app and a high fidelity prototype for a responsive web-app; Conducted user testing to resolve errors, increase trust, and improve usability. **See Case Studies:** yourstrulystudio.com/ux-case-studies

EXPERIENCE

Freelance Graphic Designer & Illustrator

YoursTrulyStudio.com / San Francisco, CA / 2017–2021

- Partnered with clients to solve diverse problems with strategic visuals while communicating clearly, keeping a keen eye on budget and time limitations, and contextualizing design decisions to convince stakeholders and decision-makers.

Recent clients: Redis Labs, Franklin Templeton Investments, Orange Silicon Valley, 826 Valencia, Heavybit, La Cocina, Gymboree, and Crystal Springs Uplands School.

Marketing & Design Lead

St. Margaret's School / Victoria, BC, Canada / 2013–2017

- Researched audience and competitive landscape to relaunch 100-year-old brand; Designed and executed marketing and public relations campaigns resulting in a 50% increase in event attendance and 17% increase in student admissions.
- Presented research and design concepts to influence decision-making; Collaborated with internal stakeholders and external service providers to execute critical projects in content marketing, lead generation, and website development
- Doubled social media following; Managed video campaign (including art direction, illustration, and casting) that garnered 60,000+ views on Facebook.

Communication & Events Coordinator

Art Gallery of Greater Victoria / Victoria, BC, Canada / 2010–2013

- Acted as liaison between internal stakeholders and external agencies to execute critical marketing campaigns; Designed and wrote copy for promotional materials; Optimized working processes to ensure quality, efficiency, and increase accuracy.
- Managed high-conversion social media, email marketing, and direct mail, resulting in measurable increases in audience reach and attendance; Increased Facebook followers by 400% and referral traffic by 300%.
- Delivered successful, large-scale events for audiences of 500 to 30,000 people; analyzed painpoints and business opportunities to improve visitor experiences and reduce costs for non-profit organization.