

Profile

👋 Hi, I'm Jenai, a senior product designer with 7 years of experience specializing in media, monetization, and commerce. My strength lies in refining design challenges through a conversion-driven lens, elevating user engagement and fostering revenue growth. I consistently generate data-driven product opportunities and deliver impactful human-centered experiences at scale, driving both conversion rates and brand loyalty.

EDUCATION

Florida Gulf Coast University
2014 - 2018 | BA in Communication
2014 - 2018 | Minor in Anthropology

TOOLS

Figma
Usertesting.com
Notably
Miro
Jira
Adobe Creative Suite
Zeplin

EXPERTISE

Visual Design
E-commerce Design
User Flows
User Journeys
Prototyping
Research Synthesis
Process Frameworks

Work Experience

Senior Product Designer (Media and Ads) - Realtor.com 08/2022 - Present

I spearhead the strategic initiative to enhance user engagement and drive monetization within Realtor.com from a design lens. Collaborating closely with cross-functional teams, I focus on integrating media experiences seamlessly into the Realtor.com journey (web and native), targeting users effectively without disrupting their real estate experiences.

Product Designer - Havenly 05/2021 - 04/2022

I lead the eCommerce product design process for both adaptive web and native platforms. My collaboration extended closely with executive and product teams, where I played a pivotal role in conceptualizing design strategies. From initial wireframes and flows to meticulously refined specifications, my responsibilities covered the iterative design process. As my final project, I led the re-design of the e-commerce experience which resulted in a 15% conversion rate increase.

Lead Designer - JosephMark 3-week engagement (Jan, 2022)

I collaborated with JosephMark to spearhead the design initiatives for a client operating within the personal care and behavioral health space. My role involved close coordination with the JM product strategist and Creative Director throughout the entire process from the inception of creative ideation, refinement, and final execution.

Senior UX Designer - Runyon Agency 2-month engagement (Aug-Sep 2021)

I partnered with Runyon Agency to explore existing needs and creating inclusive designs for identity-based groups on digital streaming platforms through in-depth research. My work involved synthesis, creating UX concepts and stimuli, and extracting inclusive design insights & product opportunities.

*Client is confidential.

Product Designer - Pattern Agency Freelance from 2021-2022

Between 2021 and 2022, I collaborated with Pattern Agency on diverse projects, among them Amour Vert and Netflix. As a key member, I partnered with the project's Creative Director to craft a compelling digital e-commerce experience tailored to our client's target audience. My responsibilities encompassed shaping user flows and designing features to enhance the overall experience. Additionally, I played a crucial role in supporting the Creative Director, contributing to the development of a cohesive narrative and an immersive shopping journey.

Product Design Assistant - Willa Creative Agency 2020 - 2021

During my tenure as a Product Design Assistant at Willa Creative Agency, I had the opportunity to engage in a variety of tasks. A notable project that I spearheaded was the revamp of the UnboxMe digital experience for both desktop and mobile platforms, aligning it with the new branding and positioning. Collaborating closely with the Creative Director at Willa, I took charge of defining user flows, designing features across all pages, and establishing the identity design system. This project marked a significant milestone for me as it was the first at Willa Creative that I was entrusted to lead independently.

Founder + Creative Director - Okay Jak Studio 2020 - 2023

In 2020, I established Okay Jak Studio and played a pivotal role in guiding projects throughout the three years of operation. My role encompassed overseeing digital projects from the initial sales phase to the final handoff. This included engaging in research and discovery, strategizing, structuring, branding, concept creation, and ultimately implementing the final system. As a leader within the team, I drove the creative vision across various projects, emphasizing creative problem-solving and actively contributing to cross-disciplinary endeavors.