

ANGELA JENKINS

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USER EXPERIENCE DESIGNER

Human-Centered Design · User Research & Insights · Strategic Product Design · Presentations

Passionate about transforming complex user insights into intuitive, impactful solutions that drive business success. Skilled in **human-centered design**, **usability testing**, **product strategy**, and **cross-functional collaboration** to deliver results that support business objectives. Experienced in delivering measurable outcomes across diverse industries, including **aerospace**, **transportation**, and **education**.

- ⇒ **Led research** on 13 **mobility grant projects**, presenting findings to stakeholders and authoring a report for the **FTA**, shared with **Congress**, that helped to shape transportation funding strategies.
- ⇒ **Designed and validated** 4 key features for a **data analysis tool** in the aerospace sector, optimizing complex astrophysics research and data interpretation.
- ⇒ **Redesigned a website**, resulting in **129% increase in website engagement** and a **275% boost in conversion** through strategic UX improvements.

Core Competencies

Research & Testing: UX Research · Usability Testing · Concept Validation · User Journeys · User Personas

Design & Prototyping: Wireframes · Interaction Design · Prototyping · User Flows · Mobile UX

Process & Collaboration: Agile · Product Life Cycle · Cross-functional Teams · Presentations · Leadership

Philosophy: User-Centered Design · Strategic Thinking

Computer/Technical Skills

Axure · Figma · Adobe Creative Suite · Jira · Trello

PROFESSIONAL EXPERIENCE

MENLO INNOVATIONS, Ann Arbor, MI

September 2023 – Present

User Experience Researcher and Designer (Internal Title: High-Tech Anthropologist®)

Research and design custom software solutions using human-centered design and Agile methodologies.

- Led qualitative research across **13 mobility grant projects**; presented results to stakeholders and authored a report for the **FTA and Congress** to inform future transportation grant programs.
- Conducted user observations and interviews with **10 mobility device users** to assess the impact of an automatic wheelchair securement system on social distancing, sharing findings with the **FTA**.
- Designed and validated **4 key features** such as cross-correlation analysis and dimensionality reduction for a **data analysis tool** supporting astrophysics research; used Axure to rapidly prototype and test designs, contributing to improved research efficiency for an aerospace client.
- Facilitated **75+ user interviews and observations** across diverse industries like healthcare and manufacturing, uncovering user pain points that directly influenced design decisions.
- Led **usability testing** and **iterative design** with Axure, ensuring prototypes aligned with user needs and business goals across **7+ projects**.
- Collaborated with **cross-functional teams** (including developers, product managers, and stakeholders) to ensure research insights and designs were seamlessly integrated into final products, spanning project timelines of **6 weeks to 3+ years**.

AJ UX DESIGN, Canton, MI

February 2022 – September 2023

Freelance UX Design Consultant

Provided UX consulting services for B2B and B2C clients, with a focus on the EdTech sector. Delivered design solutions based on usability studies and user research.

- Led a comprehensive **website redesign**, using Figma to create wireframes and prototypes, for property management company, driving a **129% increase in engagement** and a **275% boost in conversion rates**, and a **49% increase in user acquisition** through strategic design, optimized task flows, and SEO improvements.
- Conducted end-to-end user research (interviews, journey mapping, usability testing) across client projects; delivered actionable insights that directly influenced product direction and design decisions.

SELECTIVE, Canton, MI

February 2022 – June 2023

Co-Founder · UX Designer & Researcher · Project Manager

Co-founded an EdTech company focused on secondary education, leading product strategy, from concept to execution, with a goal to launch locally in a \$2M market.

- Conceptualized and pitched a **mobile product** that won **3rd place** in a pitch competition, showcasing strong design thinking and **presentation skills**.
- Developed and iterated on the MVP using Figma, leading to a **92% satisfaction** rating among 25 student users, validating design decisions and ensuring alignment with user needs.
- Managed **timeline**, **deliverables**, and **team coordination** across the product development lifecycle.

EDUCATION & CERTIFICATIONS

CERTIFICATIONS**Coursera**

Google UX Design Specialization Certificate

EDUCATION**Eastern Michigan University**, Ypsilanti, MI

MA in French

Marygrove College, Detroit, MI

MA in Teaching

Western Michigan University, Kalamazoo, MI

BA in French and English