

ANGELA JENKINS

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UX RESEARCHER & DESIGNER

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

Creative and strategic UX professional with a strong foundation in research-driven design across industries including transportation, education, government, and commercial sectors. Experienced in conducting end-to-end research, aligning stakeholders, and designing intuitive, accessible experiences that drive engagement and business results. Skilled in translating complex user needs into actionable insights and thoughtful design solutions.

- ⇒ **Led research on 10 statewide mobility pilots**, co-authoring a forthcoming federal report to inform national transportation funding strategy.
- ⇒ **Improved scientific research workflows** by designing and validating 4 key features for NASA astrophysics tool.
- ⇒ **Redesigned a B2C property management website**, increasing lead acquisition by 129% increase and client interest page conversions by through user-centered design.

Core Skills

Research & Testing: UX Research · Usability Testing · Interviews · Journey Mapping · User Personas

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

Process & Collaboration: Agile · Cross-Functional Teams · Product Life Cycle · Workshop Facilitation

Communication: Executive Briefings · Public Speaking · Internal Advocacy · Stakeholder Alignment

Tools

Axure · Figma · Adobe Creative Suite · Jira · Trello · Miro

PROFESSIONAL EXPERIENCE

MENLO INNOVATIONS, Ann Arbor, MI

September 2023 – Present

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

Design and research human-centered software solutions across domains using Agile methodology. Collaborate with clients, developers, and product teams to align user insights with product vision.

Key Projects:

- **Mobility Challenge Evaluation (2023-2025):** Led research across 10 transit agency pilots to assess accessibility innovations for vulnerable populations. Interviewed 70+ participants; findings shaped a federal report (forthcoming) submitted to the FTA to be shared with Congress to guide future funding decisions and tech deployments.
- **NASA Astrophysics Research Tool (2024):** Designed and tested 4 advanced features including dimensionality reduction and correlation analysis for a NASA-funded astrophysics tool, helping researchers explore complex data without coding. Improved usability and aligned with research workflows to accelerate discovery.
- **QUANTUM Securement System Study (2025):** Evaluated an automated wheelchair securement system across 3 transit agencies. Conducted field research with 12 riders; findings (FTA report forthcoming) informed MDOT and FTA decisions around transit accessibility.

Additional Contributions:

- Conducted 20+ usability assessments across projects in manufacturing, aerospace, transit, and healthcare.
- Worked with developers and PMs to ensure actionable translation of insights into iterative product design.
- Contributed to internal initiatives: redesigned case studies page, wrote blog posts and award applications.
- Delivered keynote to 50+ HR professionals and facilitated 25+ tours and 2 design workshops.
- Led team initiative to identify and address soft skill development and improve internal collaboration.

AJ UX DESIGN, Canton, MI February 2022 – September 2023

Freelance UX Design Consultant

Delivered UX consulting services across B2B and B2C sectors with a focus on research-backed design. Conducted usability testing, research synthesis, and UX strategy.

- Led a comprehensive redesign of a property management company website, resulting in:
 - 129% boost in qualified lead acquisition
 - 186% increase in conversions on the client interest page
 - 29% decrease in bounce rate
 - 57% reduction in time to key content
 - 13% growth in new users
- Conducted end-to-end user research including interviews, journey mapping, and usability testing to deliver strategic recommendations and design direction.

SELECTIVE, Canton, MI

February 2022 – June 2023

Co-Founder · UX Designer & Researcher · Project Manager

Co-founded an EdTech company focused on secondary education. Led product strategy, MVP design, and pitch strategy, with a goal to launch locally in a \$2M market.

- Led concept and MVP development using Figma; design earned 92% satisfaction from student testers.
- Managed product strategy, roadmap, and deliverables; oversaw cross-functional collaboration and stakeholder communication.

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