JESSLYN JUNAEDI USER EXPERIENCE DESIGNER

⚲ London, United Kingdom   ⊞ UK Resident (no work permit required)

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EXPERIENCE

Zumo (Financial Services), Edinburgh UK - Remote | Senior UX Designer   *Jan 2022 - Present*

- B2C - Sucessfully delivering better user experiences and brand new UI on the consumer app, starting from the launch of Zumo App V4.0 and maintain the consistency until the latest version today (Zumo App V5.8); this includes being the first app in the industry to serve both custodial and non-custodial wallets in one single app, and the first crypto app to comply with the UK's Financial Promotion regime. **App rating 4.3 stars in AppStore and 4.1 stars in PlayStore.**
- B2B - Designed the entire user interaction for Oxygen (the award winning Zumo's decarbonisasing project), from end to end. Translated the business requirements into wireframes and prototype in Figma. This product allows businesses to offset their carbon emission by purchasing Renewable Energy Certificates (RECs).
- Marketing - fully redesigned our company's website. I helped the stakeholders understand the usability issues and included them in the discovery process via workshops. I then proposed a new sitemap and wireframes.

Six & Flow (Marketing Agency), Manchester UK - Remote | UX/UI Designer   *Nov 2020 - Dec 2021*

- At six & flow I work across multiple projects, where I am responsible for conducting research and delivering outstanding user experiences while carefully managing stakeholder expectations and meeting hard deadlines.
- Fully redesigned 3 of our clients' and Six & Flow's websites from end to end. I helped our clients understand the usability issues they have in workshops. I then proposed and documented a new sitemap, page anatomies, and wireframes.
- Created a wireframe kit in Adobe XD which allows our wireframing process to be more efficient by reducing duplication of works.
- As the only UX designer in the company, I introduced a new working process and collaboration tools to the company so that we work more efficiently.

Sauzpan (Food Ordering Platform Startup), London UK | Product Designer & Co-founder   *Dec 2020 - June 2021*

- Conducted user research to gain deeper understanding of the pain points and unmet needs of small food business owners and their customers in listing menus, taking orders, orders management, and food ordering.
- Designed the entire user interaction for the web application from end to end, using mobile-first approach.
- Created the brand identity for Sauzpan.
- Worked side by side with the co-founder and developer to get Sauzpan developed, tested, iterated, and live.

Upmo (Office Marketplace Startup), London UK - Remote | UX Designer   *July 2020 - Nov 2020*

- Designed the entire user interaction for a new product, from end to end. Translated the business process into wireframes and prototypes in Figma. This product allows our users to input their inventory.
- Learned and created Upmo's sonic logo. Filled the team's skill gap by recording & editing audios needed by the team.

Helpful Engineering, Remote | UX Designer - Volunteer   *Mar 2020 - July 2020*

- Project HospitalAid - Designed a responsive web application to give easy access to volunteers, so they can track hospitals' supplies demand during the COVID19 outbreak.
- Took part in developing UX strategy and product roadmap. Optimized the web application design by visualizing designs via user flows, wireframes, and prototypes.

EDUCATION

DesignLab UX Academy, Remote | User Experience Design   *May 2019 - Jan 2020*

RMIT University, Melbourne, Australia | Interior Decoration & Design   *Feb 2007 - Dec 2008*

SKILLS

Design: UX Design, UI Design, User Research, Information Architecture, Persona Creation, Empathy Mapping, User Flow, Sketching, Wireframing, Branding, Prototyping, Usability Testing, Affinity Mapping

Tools: Pen & Paper, Figma, Sketch, Adobe Creative Suite (XD, Illustrator, Photoshop), Marvel, Whimsical, Miro

Languages: English (fluent), Indonesian (native), Chinese Mandarin (conversational)