

# JENN NOINAJ

Design Strategy / User Experience / Service Delivery

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## EXPERIENCE

### U.S. General Services Administration (GSA)

*Service Delivery Expert – UX Design* Aug 2022 – Present

Modeled, coached, and advised partner programs on ways technology could support initiatives and departmental goals. Instituted research practices incorporating user feedback and usability testing to drive product design decisions. Created wireframes and prototypes to communicate solutions to developers, product managers, and leadership.

### Various Clients (contract)

*Freelance Design Expert* Jun 2021 – Aug 2022

Worked with clients to strategize, design, and implement digital solutions.

### Beeck Center for Social Impact at Georgetown University

*Senior Research Fellow* Sep 2020 – Jun 2021

Led the Public Interest Technology Workforce project to deliver outcomes for technologists working in the public sector. Conducted research and co-design sessions to inform project outcomes and establish the project strategy to align teams and work efforts.

### U.S. Digital Service

*User Experience Design Lead* Feb 2018 – Sep 2020

Partnered with multiple agencies to transform digital products, websites, and services across government, leading design and product development teams to deliver large-scale solutions. Drove design strategy sessions to create buy-in for design activities within an agile development process, championing a user-centric design culture.

### National Instruments

*Senior Product Designer* Sep 2015 – Feb 2018

Drove the user experience and interaction design for LabVIEW NXG. Led the design vision of the product from inception to implementation, distilling complex workflows into simple to use interfaces. Directed user research, usability studies, and design workshops that resulted in creating interaction models, user flows, and wireframes for the product.

### Charles Schwab

*Service Designer* Jan 2015 – Sep 2015

Established service design standards and processes for the organization. Conducted research with customers and translated needs into service blueprints, user journey maps, and wireframes to communicate findings.

**Various Clients (Freelance), UX / UI Designer** Sep 2013 – Dec 2014

Oversaw user experience and user interface design projects for clients.

**Farmers Insurance, Program Manager**

Mar 2013 – Sep 2013

Managed a service design initiative for an IT security request experience.

**Accenture, Technology Consultant**

Jun 2010 – Mar 2013

Implemented system integration projects and led change management.

## SKILLS

### UX Research

Affinity Mapping / Card Sorting /  
Contextual Inquiry / Data Analysis /  
Heuristic Evaluations / Research  
Synthesis / Survey Design / Usability  
Testing / User Interviews

### UX Design

Content Strategy / Design Systems /  
Human-centered Design / Ideation /  
Information Architecture / Interaction  
Design / Journey Mapping / Product  
Strategy / Service Design / Stakeholder  
Management / Systems Thinking /  
UI/Visual Design / Wireframing +  
Prototyping / Workshop Facilitation

### Development

Agile Methodology / Project Mgmt /  
Responsive Design / HTML/CSS

### Software / Tools

Adobe CC / Figma / GitHub / Google  
Suite / Invision / Miro/Mural / Sketch

## EDUCATION

### Parsons School of Design

MS in Strategic Design and Management  
(Departmental Honors)  
May 2022

### University of Illinois (UIUC)

BS in Information Systems  
May 2010

## INVOLVEMENT

### Technologists for the Public Good

*President of the Board Directors*  
Jul 2021 – Present

### Various Publications

*Freelance Writer*  
Jan 2021 – Present

### Parsons School of Design

*Part-time Faculty, Data Visualization*  
Aug 2022 – Dec 2023