

JENN HINKLE

Senior Product Designer

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ABOUT

Communication is key to being a good designer, co-worker and human. Understanding users, practicing empathy, and evangelizing user needs are a few of the ways I approach my work.

EDUCATION

Boston University
Graphic Design
Minor: Printmaking, music

EXPERIENCE

2018 - Present

AT&T - Product Designer - *Designed for mobile, web, and TV*

- Regularly delivered small and large design updates to the AT&T TV app directly affecting the product millions of users interact with on mobile, web, and TV
- Worked closely with developers and product owners to implement all design updates
- Re-designed the video player for TV, mobile, and web
- Lead the team on creating a pattern library to help designers be more efficient and consistent while also helping onboard new designers
- Helped improve the design documentation and process by transitioning the design documentation from a static PDF to Confluence

2016 - 2018

HireAHelper - Product Designer - *Designed for mobile and web*

- Created and implemented user research process to make all products more user-centric
- Lead a company-wide effort to help all members of the team develop more empathy for users
- Worked directly with stakeholders, developers, and content writers
- Helped inform the product roadmap with user data provided by user research process
- Lead design for all projects and feature work for the user software accounts (Helper Accounts)
- Managed and worked with contract developers to re-design the HireAHelper blog on WordPress

2014 - 2016

Moja Gear - Lead Designer - *Designed for mobile and web*

- As the first non-founder employee, I was the sole designer and manager of all design initiatives
- Designed the identity system and design language for all design work
- Converted blog from Squarespace to WordPress and designed WordPress website
- Helped hire and manage contract developer for Magento development
- Designed and maintained hybrid e-commerce/blog site
- Managed all freelancing design contributors

2012 - 2016

Freelance - Web Designer/Developer - *Designed for mobile, web, and print*

- Designed for a wide variety of projects and clients, including web design and development, scientific illustration, identity design, and graphic design
- Designed and developed (self-taught) custom websites in HTML, CSS, PHP, and a small amount of JS
- Worked on many WordPress websites utilizing PHP for custom post types and functionality. Mainly built child themes and helped with customization
- Worked on scientific illustrations for university labs in the Boston area (including an illustration featured on the cover of Nature Journal)