

# JENNIFER KWAK



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## WORK EXPERIENCE

### FREQUENCY | UX Designer

April 2024 - Present

- Owned the design of the landing page for a **new tool**, enhancing content engagement for the entire customer base and **projected to double the current customer count**.
- Spearheaded the update of the design system to templatize high-fidelity wireframes, **increasing design creation speed by 50%**.

### ORACLE | Cloud Senior Consultant - UX Specialist

Dec 2023 - April 2024

- Leading the UX design initiative to transition a **manual CPQ process to multi-system automated solution**, reducing salespeople's time spent on error correction, accelerating quote creation, and enabling robust sales data analysis platform.
- Driving the **integration of UX research and wire framing into CX business flow** to enhance customer clarity and satisfaction, optimizing processes for faster project completion.
- Leading the efforts to **aligning our project with the updated design system** of the larger organization, ensuring seamless integration and **coherence** across all aspects of the initiative

### ORACLE | UX Designer

Dec 2021 - Dec 2023

- Led the redesign of **Family Dollar's mobile app checkout in both iOS and Android**, earning positive customer reviews.
- Reviewed eCommerce client-UX designs, helping **align their goals with platform capabilities**.
- Recognized as the **go-to person for accessibility**, after evaluating high-profile customer's B2B and B2C sites, uncovering over 200 issues on **JIRA** for the engineering and QA team.
- Spearheaded **overhaul of Commerce Cloud Accelerator design system on Figma**.
- Collaborated seamlessly with software engineers and QA to implement multiple **B2B/B2C** commerce sites.

### ORACLE | OCI Solutions Engineer - Application Designer

Jul 2019 - Dec 2021

- Spearheaded the development of 20+ custom applications via OCI console (OAC, APEX, ODA) and collaborated with fellow developers to bring projects to completion efficiently.
- Designed and developed 2 internal applications, optimizing employee updates tracking and reducing managerial housekeeping time.
- Secured a \$12k deal by researching, developing, and implementing an **end-to-end ERP system** for a BioTech customer.
- Supported a **global team** of 40 engineers and sales reps in developing an **education platform**, contributing to an **\$800k revenue generation**.

### ORACLE | User Experience Research Apprentice

Jan 2021 - Jan 2022

- Played a pivotal role in **shaping the new health care application design** by conducting a thorough competitive analysis to gather data points, providing key insights for decision-making.
- Synthesized** user research results to pivot the focus of our new marketing platform application, **ensuring alignment** with user needs and preferences.
- Led the development of **user screening metrics** and **research goals** to guide impactful user interviews, fostering a user-centric design process.
- Leveraged gathered insights to **craft a new marketing platform**, ensuring it addressed identified user needs and preferences effectively.
- Conducted a **comprehensive competitive landscape analysis**, identifying current user pain points in the healthcare software landscape to inform strategic decision-making.

## VOLUNTEER EXPERIENCE

### UCLA ONE - UX Designer Mentor

Sep 2021 - Present

- Instructed two EHR based 5-week UX workshop** for 15 UCLA students, equipping them with essential UX skills in the absence of formal classes or internships.
- Served as the primary **UX design consultant** for a one-day **hackathon** hosted by a club at UCLA.



## EDUCATION

### University of California, Los Angeles

2015-2019

Major: Cognitive Science B.S.

GPA: 3.75

Specialization: Computer Science

Relevant Course: User Experience

Design, Psychology Research

Methodology, Programming



## SKILLS

Interactive prototypes

Wireframes

User research

Competitive Analysis

User interviews

Low/High Fidelity Mockups

Persona development

Card sorting

Korean (Advanced)

Japanese (Intermediate)

Mandarin Chinese (Classroom)



## TOOLS

### UX Design:

Figma

Axure

Invision

Adobe Photoshop

Adobe Indesign

JIRA

Confluence

### UX Research:

Google Analytics

Tableau

PL/SQL

Open Refine

Drupal

### Code/Framework:

HTML/CSS

C++

Javascript

Java

React

Processing

### Video:

Adobe Premiere

Da Vinci Resolve