

Jen Belken

Sr. Product Designer • jenjenn@outlook.com • www.jenbelken.com

I'm an accomplished Sr. Product Designer with a proven track record of delivering exceptional user experiences and driving impactful results. I optimize efficiency, boost conversion rates, and bring a sense of goofiness and fun to foster innovation and collaboration. With strong leadership skills, I thrive in cross-functional teams, creating a positive work atmosphere. With 10+ years of experience in product, UI, and UX design, I stay updated on trends, conduct user testing, and deliver captivating designs that drive engagement and conversions. My work's impact is evident through exceeding industry benchmarks with a 4.5% click-through rate, showcasing my ability to captivate users and drive business outcomes.

SKILLS & TOOLS

- UX design
- UI design
- User-centered design
- User research
- Wireframing
- Prototyping
- Design principles
- Essential HTML & CSS
- iOS and Android design
- Design thinking
- Lean UX
- Research and analysis
- Figma
- Adobe XD
- PlaybookUX
- UserZoom
- Adobe Creative Suite
- InVision

EXPERIENCE

Fuzzy

JULY 2022 - JUNE 2023

// Sr. Product Designer

- Reduced member wait time for medical visit from 120 minutes to 18 minutes by implementing a redesigned medical documentation system and streamlining triage automation processes.
- Orchestrated the redesign of internal tools and established a process for internal teams, resulting in a substantial increase in the overall Net Promoter Score (NPS) from 37 to a 72.
- Introduced an auto-refill feature, driving member retention and achieving a remarkable 74% conversion rate.
- Led the design, testing, and successful adoption of a pet wellness program for web, iOS, and Android apps, achieving a 2.5% click-through rate and driving user engagement.

Ariat

NOVEMBER 2020 - JULY 2022

// Manager, UX UI

- Successfully managed and led a growing team of internal UX/UI talent.
- Redesigned checkout experience, resulting in 5.99% increase in conversion and increased average order value (AOV) by 47.06%. Witnessed a significant spike in customer signups, with a remarkable 150% increase.
- Spearheaded the strategy and design of a new membership program, leading to a substantial 25% increase in email signups and an impressive 78% boost in customer retention.
- Generated a staggering 400% increase in revenue attributed to members during the first week compared to the previous week without membership implementation.

// Sr. UX UI Designer

- Pioneered the UX team and achieved an incredible 67% year-over-year (YoY) increase in overall site conversion for new visitors and a notable 37.5% increase for returning visitors, while decreasing checkout abandonment by 86.76%.
- Led the redesign of product detail page (PDP), resulting in a 12.89% YoY conversion increase and a 47.47% boost in revenue.
- Reduced acquisition cost from \$65 to \$22 per customer through navigation, add to cart confirmation, and filter redesigns.

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PartyCity.com

APRIL 2016 - NOVEMBER 2020

// UX UI Designer

- Achieved a 30% increase in mobile web sales within the first two weeks of launch by successfully implementing a new Buy Online, Pick Up In Store experience, resulting in \$2 million in sales.
- Contributed to the design and development of a custom CMS platform, empowering efficient content management and enhancing the overall user experience leading to a 25% increase in efficiency for design and merchandising teams.
- Designed interactive experiences for yard signs and balloons, resulting in a 35% boost in sales for those categories.

// Web Designer

- Collaborated with stakeholders and merchants to enhance the visibility and design of products across every page of the customer journey, resulting in increased e-commerce sales on desktop and mobile platforms, increasing click-through rate by 3.5%.
- Worked with engineering to strategize and replatform the ecommerce website from MarketLive to Salesforce, achieving a remarkable 130% increase in merchant productivity while improving site scalability and dependability.

JenBelken.com

APRIL 2009 - JUNE 2021

// Principal Product Designer

- Experienced a 5% surge in user engagement, with a significant rise in the number of users actively comparing and exploring jewelry options on brilliantearth.com.
- Collaborated with ESO Ventures to empower 5 entrepreneurs in Black and Brown communities, achieving a revenue increase from \$100k to over \$150k in just 3 months.
- Teamed up with Claire's to create an innovative loyalty program that resulted in a 55% increase in customer retention.

Intercontinental Exchange (ICE)

FEBRUARY 2015 - APRIL 2016

// Web Designer

CMG Financial

JANUARY 2014 - FEBRUARY 2015

// Sr. Media Design Specialist

RPM Mortgage

MARCH 2010 - JANUARY 2014

// Graphic & Web Designer

EDUCATION

Academy of Art University, San Francisco

BFA, Web Design