JODI LIND KUEHN

Senior UI Designer & Design Systems Leader

🌐 www.KeenEyeDesign.com   in linkedin.com/in/jodi-kuehn

SKILLS

Responsive UI Design   ~   Design Systems   ~   Sketch   ~   Axure   ~   Figma   ~   Miro   ~   Canva

Adobe Creative Suite   ~   Agile/Scrum   ~   MS Office   ~   HTML5   ~   CSS

PROFESSIONAL EXPERIENCE

Ameriprise, *Minneapolis, MN | Product Designer*   *Dec 2022 – present (contract)*

- One of two lead UI designers tasked with creating an all-new co-branded sub-site experience for affiliate partners and their clients, with a goal to increase calls to the Ameriprise Advisor Center (AAC).
  - ➢ Created over 220 finalized Sketch artboards for responsive web across 4 different user flows: Prospect Registration, Prospect Dashboard, Open a Savings Account, and Goal Planner, plus 450+ early variations and explorations, and 60 new and unique components.

Medtronic, *Minneapolis, MN | Senior UX Designer & UI Technologist*   *Apr 2020 – Dec 2022 (contract, FTE)*

- Lead a global team (US, Europe, Asia) of 10 core UX designers and 30+ stakeholders to consolidate multiple design systems and integrate new corporate branding.
  - ➢ Built a comprehensive asset library in Sketch, Figma, and HTML/CSS plus an online Digital Design System with complete documentation, examples, and code snippets using Zeroheight.
- Spearheaded the UX-FE Design Services initiative, a division of UX that provided business units with expert help in coding responsive HTML and CSS web pages for small projects across the company.
- Supervised and mentored UX interns and trained junior designers on using Sketch, building and maintaining a corporate design system, operate in an Agile team, and the basics of HTML and CSS.

DanzDigital, *Minneapolis, MN | On-call Graphic Designer & UX Consultant*   *Apr 2021 – present*

- Created a brand-new logo and established a corporate style guide for DanzDigital.com, including CMYK, RGB, and Hex colors palette, PowerPoint and Google Slides templates, and branded apparel.
- Provide freelance UX consulting for various DanzDigital clients as needed, including written analysis for UX/UI improvements and WCAG 2.1 compliance, Canva social media and email campaigns, and Wix website design.

Wells Fargo, *Minneapolis, MN | Lead UI Designer/Developer*   *Feb 2018 – Feb 2020 (contract)*

- Updated the UI and HTML code for 8 enterprise applications to meet WCAG 2.1 accessibility.
  - ➢ Improved UI for disabled employees, created more efficient processes by reducing clicks, and modernized the HTML and CSS code resulting in 1/3 less code and faster page load times.
- Organized and lead weekly meetings with business POs, BAs, FE development, and QA teams.
  - ➢ Delegated work as necessary to meet the deadlines and mockup needs of multiple teams.
- Took the initiative to create a brand-new centralized UI Component Library (design system) for UX and front-end development to foster brand consistency and increase efficiency.

Target, *Minneapolis, MN | UX Designer*   *Aug 2017 – Nov 2017* (contract)

- Sole UX designer for the Clearance Team enterprise application. Researched and updated the web app to be fully responsive, and seamlessly integrated with the Sales and Pricing apps.

  - ➢ Created dynamic app prototypes in Axure with detailed developer notes, ran weekly UX design review meetings with business stakeholders to get immediate end-user feedback, and upheld corporate styles and standards while collaborating with other enterprise UX teams.

Metro Transit, *Minneapolis, MN | UX Designer/Web Specialist*   *Aug 2016 – Jun 2017* (contract)

- UX liaison between Bus Drivers and Maintenance organizations to create an enterprise CRM web application (iDash) that allowed users across a variety of positions and groups to efficiently manage tasks that had previously been spread out over multiple systems.

  - ➢ Interface design and HTML/CSS coding of high-fidelity interactive prototypes for responsive web design. Handed off code to dev for Javascript integration and site functionality.

  - ➢ Facilitated weekly UX design workshops with business stakeholders and worked with BAs to ensure project requirements were fleshed out and all aspects of function and design were addressed.

  - ➢ Assisted in UX quality assurance testing (UX-QA).

  - ➢ Participated in usability testing and facilitated meetings with end-users.

PREVIOUS ROLES

By The Way Travel, *Minneapolis, MN | Web Designer*

MLT Vacations, *Edina, MN | Web Designer, Internet Production Designer*

Brown College, *Mendota Heights, MN | Web Design Instructor*

VOLUNTEER WORK & MEMBERSHIPS

UXPA Minnesota, *uxpamn.org | User Experience Professionals Association member since Sep 2022*

Chops Inc, *chopsinc.org | Volunteer since Jul 2018 | Board of Directors member since Nov 2021*

Metro North ABE *| Volunteer teacher, English as a Second Language 2011-2019*

EDUCATION & TRAINING

BFA Graphic Design *| St. Cloud State University, St. Cloud, Minnesota*

TEFL Certification *| Hamline University, St. Paul, Minnesota*

Unconscious Bias Training *| 3-part Medtronic employee training*