jodikuehn

senior UI designer + HTML/CSS developer

Specializing in design systems and accessibility

I am a multi-faceted user-interface designer with a 15+ year history of championing human-centered design though accessible websites and applications that delight audiences, increase efficiency, and boost ROI. With my keen eye for details while simultaneously envisioning the long-term bigger picture, I am the perfect bridge between design and development. My specialized skills are a mix of UI and UX with a focus on design systems and WCAG accessibility, and I am an expert in modern HTML/CSS.

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key skills

UI design & development
UI/UX best practices
wireframing + prototyping
Axure / Figma / Sketch
ADA / ARIA / WCAG 2.0
Adobe Creative Suite
Agile development

HTML5
CSS3
Bootstrap
MS Visual Studio
Git / GitHub / command line

Visio / LucidChart
MS Office
PowerPoint
copyediting + proofreading

mentoring / workshops

education

BFA, Graphic Design
St. Cloud State University
St. Cloud, MN

TEFL Certification
(Teaching English as a
Foreign Language)
Hamline University, St. Paul, MN

professional experience

Medtronic | Mounds View, MN | Apr 2020 - current

senior UX designer & UI technologist (FTE, 100% remote)

- Spearheaded a cross-operating-unit initiative to create a new global design system integrating new corporate branding, while fostering company-wide consistency and ADA compliance, including building modern design system components in HTML/CSS for developer reference.
- Translated business requirements, user needs, and technological constraints into visual design concepts using Axure & Sketch for multiple consumer-facing applications (USA, Asia, Europe).
- Solely responsible for UX-FE Design Services, a division of UX that provides business units with expert help in responsive HTML, CSS, and WCAG compliance.
- Supervised and mentored UX/UI interns

Wells Fargo | Minneapolis, MN | Feb 2018 - Feb 2020

lead UI designer/developer (3 consecutive contracts, totaling 24 months)

Lead the UX initiative and collaborated with business, development, and QA teams on a total of 8 enterprise applications to improve user interfaces (UI), streamline inefficient processes (UX), modernize HTML and CSS code, and make the apps ADA-compliant.

- Created & maintained a centralized UI Component Library/Design.
- Conceptualized user workflows, low-fidelity wireframes, and high-fidelity mockups in Axure, and interactive prototypes in HTML and CSS using UX best practices.
- Communicated conceptual ideas and design rational to the business and development teams.
- Lead mid-sprint UX/UI reviews with developers to ensure pages and features matched mockups and met WCAG 2.0 compliance. Participated in end-of-sprint demos to the business.
- Assisted in documenting specific UI requirements, JIRA story writing, and Agile process flows.

Target | Minneapolis, MN | Aug - Nov 2017

UX designer (3 month contract)

Used Axure to create fluid user experiences and dynamic mockups with detailed developer notes for a retail enterprise web application (Target Clearance Team). Ran weekly UX design review meetings with business stakeholders to get immediate end-user feedback. Upheld corporate styles and standards and collaborated with other enterprise UX teams.

professional experience *(continued)*

Metro Transit | Minneapolis, MN | Aug 2016 - Jun 2017

UX designer/web specialist (3 consecutive contracts)

Responsible for the interface design, layout, and HTML/CSS coding of an enterprise CRM web application (iDash) that allows users across a variety of positions and groups to efficiently manage tasks currently spread out over multiple systems.

- Built high-fidelity interactive prototypes in HTML, CSS, and JavaScript to meet ADA-compliance and responsive design for mobile, tablet, desktop.
- Lead and facilitated weekly UX design workshops with business stakeholders. 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.
- Participated in usability testing and facilitated meetings with end-users.

MLT Vacations (now Delta Vacations) | Edina, MN

web designer (FTE, 2006–2008)

internet production designer (FTE, 2004-2006)

- Oversaw the design and planning for high-profile sites and applications to support retail vacation company MLT Vacations (bought out by Delta Airlines) and its partners.
- Spearheaded the design of three consumer-facing internet sites simultaneously plus an internal CMS.
- Designed and coded new site-wide design for NWA WorldVacations (50+ unique pages), including an all-new CSS.
- Designed the look and layout of two new vacation products: Luxury and Romance (40+ web pages).
- Conceptualized the look and layout of partner site Alaska Airlines—Hawaii Vacations.
- Designed, coded, and copyedited weekly e-marketing e-mails, web specials, and featured destination pages.
- Created weekly ad banners for 3rd party sites.
- Used Photoshop to update images for all three sites, including re-sizing, sharpening, color-balancing, and adjusting levels for all hotel and destination images and logos (13,000+ images)

short-term consulting

APEX Insurance Group | Jun-Aug 2021

UX consultant (freelance)

Critiqued and provided detailed feedback on accessibility and user experience improvements for apex-ig.com to improve their conversion rates.

Questar | Apple Valley, MN | Dec 2017

UI designer (3 week contract)

Created a 40+ page interactive demo for a test-recording web app for K-12 educational institutions using Adobe XD.

Toro | Bloomington, MN | Apr 18 - 24, 2017

UI developer (1 week contract)

Using provided PDF mockups, coded four interactive and responsive web pages using Bootstrap framework, HTML, and custom CSS.

previous roles

(1998–2004)

- Web Design Instructor (Brown College)
- Videographer, Video Editor, Photographer
- Copy Writer & Copyeditor
- Multimedia Production Assistant (SCSU)

community work

Chops Inc, Drum & Bugle Corps

Member of the Board of Directors and volunteer graphic designer, web designer, and photographer. Additionally assists with set construction and costume sewing.

Metro North Adult Basic Education

Taught English (high school, college-level, and ESL) to small groups of adults and assisted learners with math, science, and social studies skills from 2011-2019.