

# Jennifer Stones, MEng

## Senior UX/UI Designer

### Contact

jstones.design@gmail.com ✉

+84762012134 📞

Remote 📍

linkedin.com/in/jjstones 🌐

### Education

Product Design & Engineering

Master of Engineering

University of Strathclyde

2009-2014

UX Design

Professional diploma

UX Design Institute

2020-2020

### Skills

UX / UI design

User research

Usability testing

SAAS design

Shopify

Figma

Wix

### About Me

Passionate UX/UI Designer with +9 years of experience. Specialising in creating digital experiences that combine intuitive interfaces and user-centric design and with a diverse range of design experience, I bring a unique perspective to every project. I thrive in collaborative, creative, and innovative environments and use my expertise in UX/UI to help you to drive impactful solutions. Open to remote, contract or freelance opportunities, I bring a blend of creativity, professionalism, and adaptability to every collaboration.

### Work Experience

Freelance

#### Senior UX/UI Designer

Mar 2023 - Present

- Redesigned Beyond Nine's e-commerce site (with 54 Bit Studios), resulting in 18% increase of overall site conversion rate, 194% increase in products being added to cart, 22% increase in users hitting checkout.
- Led UX/UI for Ancestry Pass's client & provider portals, streamlining workflows for DNA testing services. Designed a dashboard reducing user friction and support queries, improving efficiency for both clients and providers.
- Designed Motiv, a Shopify app enabling merchants to create and manage customer incentives. Focused on a frictionless setup experience, leading to higher app adoption and retention rates.
- Optimised Resty's online store, a premium healthcare, refining navigation, PDP layouts, and checkout flow to increase AOV and reduce cart abandonment.

Eight

#### Senior UX/UI Designer

Jun 2023 - Mar 2023

#### UX/UI Designer

Nov 2020 - Jun 2023

- Designed e-commerce themes and apps for use on the Shopify platform.
- Spearheaded the redesign of the themes Flow and Envy, boosting user experience and conversion rates, increasing positive reviews by 14% and 13% respectively.

- Created a new Shopify theme, Momentum, achieving a 75% positive approval rating.
- Implemented Google Analytics to track the theme store, resulting in a 12% improvement in the user conversion rate.
- Oversaw diverse teams in developing the Bundle Builder app, augmenting platform functionality and user engagement, leading to \$6,000,000 monthly sales.
- Performed user research to guide design choices and streamline user flows, reducing support tickets for Bundle Builder by 12%.
- Collaborated with developers to establish Figma based design systems, cutting development time by 28% through effective handoff practices and thorough documentation.

Dyson

#### UX/UI Design Engineer

Sep 2017 - Nov 2020

- Carried out UX/UI designs for interactive screens on Dyson V11, V12, V15.
- Design of V15 earned the title of 'Best overall vacuum' by Forbes in 2023.
- Led usability tests and research initiatives, gathering insights to inform design iterations and product enhancements. Rigorous testing with over 100 participants reduced errors by 30%.
- Collaborated with global teams to translate user needs into design requirements.
- Hosted multiple international product launches, presenting to tech journalists and influencers.

Elegant Clutter

#### Product Designer

Apr 2016 - Aug 2017

- Created bespoke 3D artworks for the restaurant and hospitality industry
- Produced 30+ unique artworks to generate £25,000+ in revenue.
- Managed product lifecycle including pricing, sourcing, and production, reducing material costs by 15% without affecting quality.
- Contributed to the success of the consultancy in winning "Best Stand" at The Sleep Event 2016.

### References

Richard Spencer: CEO at Eight

Joe Contini: CEO at AncestryPass

James Dix: CEO at 54 Bit Studios

Allister Hodson: Senior Engineering Manager at Dyson

Details available on request.