



ninajensendesign@gmail.com
www.ninajensendesign.com

Skills

Programs/Apps

- Adobe suite: Photoshop, Dreamweaver, Illustrator, XD, InDesign, After Effects
- Atlassian: JIRA, Confluence
- WordPress
- Microsoft suite: Word, Excel, PowerPoint
- Google Workspace: Drive, Docs, Sheets, Slides

Code

- CSS3, HTML5 (advanced)
- JavaScript (intermediate)

Languages

- English (native speaker)
- Danish (fluent)
- French (fluent)
- Spanish (intermediate)

Experience

Rulai

Senior Designer // May 2019–December 2020

Started as a freelancer. Converted to full time July 2019. Hybrid role between Marketing and Product Design. Solely responsible for delivering promotional materials on the marketing side, working directly with the CEO. Collaborated with the Product Design team to make UX improvements to the Console and design new features.

- Create a new brand identity and develop a guide in Confluence. Develop consistent product UI and create an asset library in Adobe XD
- Redesign existing Console features to improve UX, as identified in project requirements or based on independent observations
- Design the UX for new features in line with executive goals. Propose ideas to enhance the user experience beyond original requirements
- Generate mockups in Adobe XD and communicate requirements via JIRA tickets assigned to development team
- Source vector illustrations on iStockPhoto for use in marketing materials. Monitor purchasing budget. Use Adobe Illustrator to modify graphics as needed, or create new ones from scratch
- Review executive presentation decks for brand compliance. Generate visuals for graphs, charts, and business concepts
- Redesign website, starting with sketched concepts and delivering polished layouts (Photoshop/Adobe XD). Provide designs to external WordPress dev team and monitor their build progress
- Create new pages using custom WordPress templates

Oracle

Senior Designer // November 2015–May 2019

Started on assignment with Aquent. Converted to full time April 2016. In the Global Advertising group, collaborated with team and agencies located worldwide to support advertising efforts, ranging from small-scale promotions to executive-level corporate brand awareness campaigns.

- Generate design concepts and deliver final assets for digital and print advertising, as well as out-of-home promotional placements
- Present design concepts to stakeholders for feedback. Communicate regularly to propose adjustments or justify design choices
- Develop new messaging concepts or suggest rewrites to optimize the message for the space and context of the ad



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Education

O'Reilly School of Technology

Client-side Programming Certificate
November 2014

Human Factors International

Certified Usability Analyst (UX)
November 2013

Santa Barbara City College

Graphic Design Certificate Program
June 2010

- Media Arts Intern Award, 2010
- SOMA Showcase 2009:
Winner, brochure design
Winner, print advertisement

University of California, Santa Barbara

Bachelor of Arts in Religious Studies
Minor in Art History // June 2005

- Honors at Graduation
- Distinction in the Major
- Professor Wilbur M.
Fridell Memorial Award for
achievement in the study
of Japanese religions

Experience

Oracle *cont.*

- Animate digital ads in HTML5 and JavaScript
- Review third-party creative for brand compliance
- Ensure working files are organized on internal server so any team member can source the files for resizes
- Maintain flexible workflow to accommodate urgent executive requests, using effective time management to ensure all projects are delivered to deadline

Freelancer // June 2014–November 2015

Took on freelance work for clients such as the Santa Barbara Museum of Natural History.

Union of European Football Associations

Designer // August 2013–June 2014

Junior Web Designer // April 2011–July 2013

In-house designer for the Online and Publishing team, handling graphics requests for UEFA.com, UEFA.org, and social media sites.

- Design the UI for games associated with UEFA Champions League, UEFA Europa League, and UEFA EURO 2012, integrating sponsor brands such as McDonald's, PlayStation, and MasterCard
- Make improvements to the site's UX. Example: Mapped user login journeys and produced the necessary graphics to update the interface for each use case
- Update the UEFA.com homepage
- Generate graphics in up to 12 languages
- Build a Confluence wiki to establish the UEFA.com brand design guidelines, which had previously not been formally defined
- Monitor the work of third-party designers for brand compliance