

Jenni Lopez Garay

Product Designer and Strategist

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EXPERIENCE

Recreational Equipment, Inc. (REI)

Lead Product Designer

November 2021 - PRESENT

I led the design and research strategy for two major projects relating to internal product information systems and the employee experience. Through workshops, alignment sessions, and design-thinking exercises, I led cross-functional teams through creating strategy and vision, while considering user needs, business goals, and technical constraints. I conducted comprehensive user research, including user interviews, surveys, and observational methods, to gain deep insights into user behaviors and needs. I utilized data-driven findings to inform design decisions and gain a holistic understanding of the user's experience. Lastly, I provided mentorship and guidance to other team members and designers, elevating their skills and confidence.

Publicis Sapient

Experience Designer

March 2020 - October 2021

United States Citizenship & Immigration Services (USCIS)

I worked in an agile environment alongside 25 delivery teams to improve and digitize the Electronic Immigration System (ELIS) at USCIS. I designed interactive prototypes and worked with users across six service centers to improve and validate designs. Additionally, I managed our design system and pattern libraries to improve collaboration between design and development.

National Wildlife Federation

User Experience Designer

July 2016 - February 2020

I led the user experience strategy for our digital properties. Through extensive user research, usability testing, and comprehensive design and content strategy, we have been able to successfully launch several web projects including our flagship website redesign, the pilot launch of a box subscription service, and the redesign of our main educational program, Eco-Schools USA.

Senior Manager, Online Integration

March 2015 – July 2016

I managed and led the creation and maintenance of dynamic, relevant content pieces on our various digital properties in alignment with our three strategic online objectives: expand reach, deepen engagement, and increase revenue.

Coordinator, Online Integration

May 2014 – March 2015

In this role I was responsible for content production and implementation on our web properties, including the flagship website and microsites. This included conducting photo research, writing and copy editing, and implementing best practices for content strategy.

SKILLS

Product Design, Strategy, Qualitative and Quantitative User Research, Interaction Design, Design Systems, Workshop Facilitation, Information Architecture, Content Strategy, Photography

CERTIFICATIONS

Nielsen Norman Group, User Experience Certification, Credential ID: 1054950

General Assembly, User Experience Design

EDUCATION

University of Virginia, Bachelor of Arts, Biology & Spanish Literature