

Jenn Padilla

UX DESIGNER



www.jennpadilla.design



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PROFILE

A former animator and evolving UX designer who consistently crafts compelling experiences that align user desires with strategic business outcomes, fostering engagement and profitability. I would be a superb addition.

SKILLS

User-Centered Design

User Research

Journey Mapping

Wireframes & Prototypes

Testing & Validation

Agile & Waterfall Methodologies

PROGRAMS

Figma

Mural/Miro

Adobe Suite

HTML / CSS

EDUCATION

Master of Arts, Interaction Design

University of North Texas

Aug 2024 - Dec 2025

Subjects include: "Screen-Based Interactions," "Accessibility," and "Artificial Intelligence."

Bachelor of Fine Art, Animation

Savannah College of Art &

Design

Sep 2013 - Jun 2017

PROJECTS

UX Designer / Product Manager

[Training Buddy](#)

Sep 2023 - Nov 2023

- Laid the foundation of a fitness mobile game, devising its core loop, games, and monetization plans, resulting in an engaging user experience.
- Enhanced user insights by conducting [surveys](#), [interviews](#), and [cultural probes](#), addressing user problems, and identifying motivational factors.
- Enriched app design through comprehensive [competitive research](#), employing strategic analysis that elevated user experience.
- Conducted usability tests on [Figma](#)-created [wireframes](#), which measured user interactions, identified enhancements, and ultimately optimized the user experience for seamless navigation.

UX Designer / Product Manager / Director

[AC: New Murder](#)

Aug 2020 - Oct 2022

- Through design thinking, conducted three rigorous [usability tests](#), resolving at least [ten critical pain points](#) while maintaining the intended friction, resulting in enhanced player engagement.
- Expanded the player base to [3,000+ individuals](#), including [28 streamers](#) with peak audiences of over [300](#), significantly increasing game visibility.
- Garnered [79 heartfelt letters](#), evidencing the emotional impact and connections fostered by the game.

WORK EXPERIENCE

2D Designer

Self-Employed

Mar 2022 - Aug 2024

- Transformed client visions into immersive experiences through animation, visual design, and storyboarding for [Nickelodeon](#), Twitch/YouTube brands, and shows like '[Hazbin Hotel](#)' and '[Helluva Boss](#)'
- Achieved content success with Youtube views from [5 million](#) to [90 million](#), through optimized storytelling and user engagement.
- Prioritized client satisfaction through collaboration, iterative feedback loops, and delivering high-quality solutions, fostering long-lasting partnerships.

Character Layout Artist

Warner Bros.

Aug 2021 - Mar 2022

- Enhanced the appeal of '[Animaniacs](#)' and '[Pinky & the Brain](#)' characters through attention to detail, ensuring seamless animation workflows.
- Contributed to '[Animaniacs](#)' success with [5 Emmy wins](#) and [6 nominations](#), demonstrating an ability to deliver high-impact experiences.
- Developed a deep understanding of user engagement, transferable to designing intuitive, user-centric digital experiences that prioritize both visual coherence and user satisfaction.