

JEANETTE AHN

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DESIGN EXPERIENCE

WOLVERINE WELLNESS | Ann Arbor, Michigan

September 2024 to Present

Marketing and Media Assistant (Project Manager Focus)

- Redesigned the layout and visual hierarchy of 15+ website pages to create user-centered information architecture
- Optimized and scheduled Instagram content using Sprout Social, strategically timing posts based on audience engagement patterns and content trends, leading to a 43% increase in impressions.
- Recruited and conducted usability tests with 3+ participants to improve overall website navigation and accessibility.
- Authored 3+ newsletters reaching 30,000+ students, applying UX writing principles to enhance engagement.

BRAID | Ann Arbor, Michigan

June 2025 to August 2025

UX Researcher and Designer

- Designed 5+ wireframes based on user journeys and website metrics, enhancing usability of new platform features.
- Introduced 3+ features that improved user engagement and streamlined core interactions.
- Distributed the survey to 500+ users and analyzed the results to improve the platform's accessibility
- Conducted A/B testing with 3+ participants based on wireframes to improve the website features' designs

VACCINE GENIE

June 2025 to Present

UX Design Intern

- Lead 6-member team responsible for redesigning a mobile app based on the design specifications and system
- Designed 5+ wireframes to enhance website and app usability, supporting clearer user flows and improved engagement.

PROJECT EXPERIENCE

HEROES

September 2024 to December 2024

UX Researcher and Writer

- Conducted competitive analysis of 10+ products to inform feature and interface design decisions.
- Shaped design strategy that contributed to a Top 3 placement in the HealthTech track at the Tech Innovation Jam.

MUSKEGON POLISH FESTIVAL

January 2025 to April 2025

UX Researcher and Writer

- Synthesized 100+ years of Polish history to guide visual and interaction design for cross-functional projects.
- Research insights guided design execution, contributing to recognition as UMSI Project of the Year.

LEADERSHIP EXPERIENCE

AMERICAN LIBRARY ASSOCIATION

January 2026 to March 2026

Project Team Leader

- Led a 3-member team to deliver an end-to-end UX design, from concept to high-fidelity prototype

MINTIFY

September 2024 to May 2025

Vice President and Co-Founder

- Co-founded an interdisciplinary UX design organization, establishing its mission, structure, and member base.
- Organized and facilitated club meetings for a group of 20+ members, fostering collaboration and engagement.

EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

Expected May 2026

- Master of Science in Information (MSI) User Experience Design and Research
- GPA: 4.00/4.00
- Skills Acquired: Storyboarding, Journey Mapping, Prototyping, User Experience Psychology, Programming, User Research, Problem Solving, Team Collaboration, Data Analysis, Visual Design, Interaction Design

UNIVERSITY OF MICHIGAN COLLEGE OF LITERATURE, SCIENCE AND ARTS

Graduated May 2020

- Bachelor of Arts (BA) in Art History and Museum Studies

SKILLS

Design & Prototyping: Figma, Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator), Canva, v0

Development & Web: HTML, CSS, JavaScript, Python, SQL, DataGrip, Drupal, WordPress

Productivity & Collaboration: Trello, Notion, Excel, Claude