

Jenni Kobylski



USER EXPERIENCE RESEARCHER

ABOUT

Passionate graphic designer experienced in UX research practices and methods. Driven by the desire to forge meaningful partnerships and serve as a tireless user advocate. Gathers customer feedback and conducts qualitative research, compiles insights, collaborates cross-functionally, and produces UX documentation to drive decision-making across the entire development lifecycle.

EXPERIENCE

Human-Centered Researcher & UX/UI Designer

Stardance Mystery School (remote) | 12/2019 - present

- Created the community guidelines and brand guidelines for the website to ensure accessibility and inclusivity for LGBTQIA+ students.
- Developed the website using UX methods and usability testing.
- Launched and managed social media accounts, taught classes, hired the facilitation team, and initiated Discord discussions remotely.

Media Designer & Teacher

Stardance Astrology (remote) | 9/2018 - 12/2019

- Developed creative strategies and oversaw the execution of all creative work across classes and multiple time zones.
- Taught classes remotely to students residing in the US and Canada. Created surveys to shape content and increase accessibility.

Community Developer & Group Facilitator

Reclaiming Pittsburgh | 12/2015 - present

- Wrote blog posts, created collateral, graphics and social media posts for all events and classes. Oversaw the editorial development and execution of content calendars, events, and more.
- Co-moderated online communities, organizational meetings, and monitored social media accounts. Cultivated in-person community and facilitated leadership trainings.
- Facilitated workshops on topics of personal empowerment and collective action for large and small groups.

SKILLS

A/B Testing	Leadership
Critical Thinking	Product Design Cycle
Communication	Research Methods
Design Thinking	Qualitative UX
Empathetic Listening	Teaching
Entrepreneurial Spirit	Team Management
Information Design	User Interviews
Group Facilitation	User Personas

TOOLS

Adobe Illustrator	Facebook
Adobe InDesign	Google Workspace
Adobe Photoshop	Instagram
Canva	Sketch
Doodle	Wordpress
Discord	Zoom

EDUCATION

Robert Morris University | 2010
Bachelor of Arts (B.A.), Graphic Design

LOCATION

Garfield, East End
Pittsburgh, PA, USA

REFERENCES

Available upon request

PORTFOLIO

JENNIKOBYSKI.COM

Forecaster & Mediator

Aurora Dawning | 9/2015 - present

- Facilitated conversations and asked meaningful questions about issues brought to her by clients. Trusted with problem-solving, journey mapping, and advice for challenging situations.
- Customized feedback, analyzed cycles, recognized patterns and added deeper perspective. Created action plans and opportunities for qualitative reflection during consults.
- Tailored contextual interview depth based upon time allotted: session intervals 10, 30, 60, and 90 minutes.

Senior Visual Designer

Self-Employed | 5/2008 - present

- Created online advertisements for workshops that have increased attendance and social media following.
- Organized and designed information of educational materials to enhance online courses. Modernized websites and designed collateral using UX and human-centered methods.
- Collaborated cross-functionally with teams on social media performance, community outreach, surveys, forms, and more.

EXPERTISE

Accessibility (9 years)

Advertising (12 years)

Community Building (7 years)

Contextual Inquiry (7 years)

Group Facilitation (9 years)

Human-Centered Research (7 years)

Social Media (18 years)

Teaching (9 years)

Visual Design (12 years)

Web Design (7 years)

CERTIFICATIONS

How to Design for Accessibility: UX Designers (WGAC 2.2)

Udemy | Instructor: Liz Brown | 4/2021

Design Rules: Principles + Practices for Great UI Design

Udemy | Instructor: Joe Natoli | 12/2020

Fast Start Usability Testing and UX Research

Udemy | Instructor: Matthew Nuzum | 12/2020

UX Design: Understanding User Engagement

Udemy | Instructor: Packt Publishing | 12/2020

Sketch from A - Z: Become An App Designer | 12/2020

Udemy | Instructor: Joseph Angelo Todaro | 12/2020

AWARDS

Featured Seller | 10/2016

The Neighborhood Flea market organizers

Best Portfolio | 5/2010

Robert Morris University: Media Arts Department

Outstanding Student Award | 4/2010

Robert Morris University

Dean's Scholar Award | 1/2010

Robert Morris University: Dean

Franklin Award of Excellence | 4/2009

Graphic Arts Association

VALUES

Accountability

Accessibility

Consent

Clarity

Diversity

Equity

Inclusion

Innovation

Kindness

Organization

Patience

Personal Responsibility

Timeliness

Transparency

FEEDBACK

*"Jenni a principled designer and **her voice elevates the work our team produces.** Her focus and grasp of the content provides depth and clarity to our event marketing."*


DEIRDRA MERCURY | TEAM MEMBER

ENNEAGRAM


THE ACHIEVER


THE ENTHUSIAST

SOCIAL MEDIA

 AuroraDawning

 Jennikobylskipgh

 auroradawning.com

 Jenni Kobylski