

# JENN NOINAJ

Tech Strategy / Product Design / Service Delivery

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## EXPERIENCE

### U.S. General Services Administration (GSA)

*Principal Strategist* Aug 2022 – Present

Championed the strategic evolution of GSA's digital services, partnering with agency programs to significantly expand their service delivery capabilities. Coached and advised partners on ways technology could support initiatives and departmental goals. Provided critical oversight and coordination of digital projects to enhance GSA's customer experience.

### Various Clients (contract)

*Strategy Consultant* Jun 2021 – Aug 2022

Worked with clients to strategize, design, and implement digital solutions.

### Beeck Center for Social Impact at Georgetown University

*Senior Research Fellow* Sep 2020 – Jun 2021

Led the Public Interest Technology Workforce project to deliver outcomes for technologists working in the public sector. Conducted research and co-design sessions to inform project deliverables and established the project strategy to align teams and work efforts.

### U.S. Digital Service

*Experience Design Lead* Feb 2018 – Sep 2020

Partnered with multiple agencies to transform digital products, websites, and services across government, leading design and product development teams to deliver large-scale solutions. Drove design strategy sessions to create buy-in for design activities within an agile development process, championing a user-centric design culture.

### National Instruments

*Senior Product Designer* Sep 2015 – Feb 2018

Drove the user experience and interaction design for LabVIEW NXG. Led the design vision of the product from inception to implementation, distilling complex workflows into simple to use interfaces. Directed user research, usability studies, and design workshops that resulted in creating interaction models, user flows, and wireframes for the product.

### Charles Schwab

*Service Designer* Jan 2015 – Sep 2015

Established service design standards and processes for the organization. Conducted research with customers and translated needs into service blueprints, user journey maps, and wireframes to communicate findings.

**Various Clients (contract), UX / UI Designer** Sep 2013 – Dec 2014

Oversaw user experience and user interface design projects for clients.

**Farmers Insurance, Program Manager** Mar 2013 – Sep 2013

Managed a service design initiative for an IT security request experience.

**Accenture, Technology Consultant** Jun 2010 – Mar 2013

Implemented system integration projects and led change management.

## SKILLS

### Strategy

Business Analysis / Change Management / Project Management / Stakeholder Management / Systems Thinking / Workshop Facilitation

### Research

Affinity Mapping / Card Sorting / Contextual Inquiry / Data Analysis / Heuristic Evaluations / Research Synthesis / Survey Design / Usability Testing / User Interviews

### Design

Content Strategy / Design Systems / Human-centered Design / Ideation / Information Architecture / Interaction Design / Journey Mapping / Product Strategy / Service Design / UI/Visual Design / Wireframing + Prototyping

### Development

Agile Methodology / Front-end Development (HTML/CSS) / Product Management / Responsive Design

### AI & Data

Generative AI / Prompt Engineering

### Software / Tools

Collaboration (FigJam, Miro, Mural) / Data Analysis (Excel, Google Analytics, Tableau) / Design (Adobe Creative Suite, Figma, Sketch) / Desktop Publishing (Google Suite, Microsoft Office) / Development (GitHub, VS Code) / Generative AI (OpenAI ChatGPT, Anthropic Claude, Google Gemini) / Project Management (Asana, Jira, Trello)

## EDUCATION

### Parsons School of Design

MS in Strategic Design and Management  
May 2022

### University of Illinois (UIUC)

BS in Information Systems  
May 2010