

# JENNIFER WUORINEN

## Principal UX Design Strategist

Strategic Influence · Technical Fluency · Process Innovation · Figma · Miro · Agile · AI

### WORK EXPERIENCE

#### **UX Design Strategy and Operations Manager** | Jan 2025 – Present

*Fidelity Center for Applied Technology (FinTech) | Boston, MA*

- Building and managing roadmaps across multiple concurrent projects, aligning UX strategy with business objectives
- Managing deliverables and timelines across the team while contributing to product direction discussions
- Created design-first Agile scrum process that integrates UX into an engineering-heavy environment, improving design and development collaboration
- Leveraging AI tools to streamline design process, documentation, and workflow efficiency

#### **UX Design Manager** | Aug 2021 – Apr 2024

*VMware Carbon Black (Cybersecurity) | Remote*

- Championed customer research in product strategy, driving customer-focused decision-making
- Collaborated with UX leadership on design strategy and resource allocation
- Provided design reviews and gave feedback to individual designers, ensuring their work met strategic goals and UX best practices
- Enhanced design process by expanding and improving execution of UX artifacts, enabling more effective cross-functional communication

#### **Senior UX Designer** | Feb 2018 – Aug 2021

*VMware Carbon Black (Cybersecurity) | Waltham, MA*

- Led end-to-end design of internal enterprise tool, defining interaction model and information architecture for security alert workflows
- Streamlined analyst workflow reducing manual steps by 60%, significantly improving response times
- Established research-driven design practice, integrating usability testing insights to influence product strategy
- Brought in as design lead to rescue at-risk projects, implementing rapid iteration framework that became standard for high-stakes deliverables

#### **Senior UX Strategist** | Mar 2015 – Oct 2017

*Biogen (Biotechnology) | Weston, MA*

- Pioneered internal UXD service from the ground up, designing experiences for patients, healthcare professionals, employees, and patient services
- Designed REMS compliance application for healthcare providers that simplified medication access for patients
- Facilitated design consensus across 10+ cross-functional stakeholders including legal, development, compliance, and brand teams
- Led requirements discussions with front-end, back-end, and data teams ensuring specifications preserved customer experience

## **Senior UX Design / UI Developer** | Mar 2009 – Mar 2015

*Biogen (Biotechnology) | Weston, MA*

- Led design and development for geographically dispersed teams, improving delivery quality and cross-team communication
- Developed front-end interfaces for large-scale websites using HTML/JSP, CSS, and JavaScript while ensuring usability standards
- Designed information architecture and visual design of internal websites and applications

## **Senior UX Designer** | Nov 2008 – Mar 2009

*Imagitas, Pitney Bowes (Marketing Technology) | Waltham, MA*

- Designed interfaces for national-scale creative management application
- Led stakeholders through user-centered design process coordinating across 6+ cross-functional teams
- Redesigned creative workflow reducing required steps by over 50%

## **CERTIFICATIONS**

Certified Scrum Product Owner (CSPO) | Scrum Alliance | Since 2019

Certified Scrum Master (CSM) | Scrum Alliance | Since 2018

## **EDUCATION**

Northeastern University - Bachelor Graphic and Media Design