

Jennette Twedde

Product Design

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OVERVIEW

I design experiences with impact.

I am a seasoned product designer with 10 years of experience building 0-1 products in dynamic start-ups. I thrive in collaborative spaces, leading design initiatives that evolve ideas into meaningful, scalable products.

EXPERIENCE

Career Break

Maternity Leave

JAN 2024 — PRESENT

- Taking time to focus on my growing family.
- Open to new opportunities in fall 2024.

Moves Financial

3 years

Product Design Lead

JAN 2021 — DEC 2023

- Established the design function at an early-stage FinTech startup focused on enhancing financial stability for gig workers.
- Contributed to product strategy through a design thinking approach.
- Iteratively developed niche features, including cash advances, stock rewards, and unified work analytics for multi-app gig workers.

Borrowell

1 year, 2 months

Design Manager

JUL 2020 — DEC 2020

- Led a team of product and brand designers to produce deliverables that respond to the priorities identified by business partners.
- Managed performance of a team and mentored their career growth.
- Optimized design operations by expanding research methods, streamlining workflows, and enhancing design quality.

Senior Product Designer

NOV 2019 — JUN 2020

- Sole designer on an agile team aiming to optimize conversion metrics.
- Blended user research and data analytics to help members with diverse credit profiles find the most suitable financial products.

Roadmunk

2 year, 10 months

Senior Product Designer

JAN 2019 — OCT 2019

- Led the research phase of a new product, strategically defining the MVP through user research, expert interviews, and competitive analysis.
- Grew a design culture, including routine design presentations to the company, running design critiques, and mentoring other designers.

Product Designer

JAN 2017 — DEC 2018

- Shipped features in agile teams in a mature roadmapping SaaS product.
- Championed a customer-focused product development through user research initiatives and alignment with sales and support teams.

Mercatus

Digital Designer

JUN 2016 — DEC 2016

- Supported the marketing team with custom assets including e-books, visuals for blog posts, and print collateral for industry events.

Cossette

UX Specialist

APR 2016 — JUN 2016

- Wireframed a complex donation flow for a non-profit organization, including a responsive prototype for client presentations, usability testing and the creative department.

Wintech

Design Lead

MAR 2015 — JAN 2016

- Overhauled the website of a industrial foam-cutting machine company.
- The new website doubled the number of online sales within the first year, and quadrupled online sales two years later.

Interad Media

UX/UI Designer

DEC 2012 — JAN 2015

- Sole designer on numerous projects for the primary financial client, including online credit card applications, the initial responsive styleguide for a public website and a mobile wallet app.

EDUCATION

Master of Information @ University of Toronto

2010 — 2012

Specialization in Book History & Print Culture

Bachelors of Design, Honours @ York University

2006 — 2010