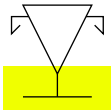


Jana Hesselbarth

info@jana-hesselbarth.com +49 30 4201 9805

I love creating intuitive and meaningful products, which positively impact customers' lives and society.

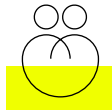
Key Facts



Awarded
red dot: best of the best

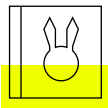


Certified
Usability Consultant



Teamplyer
"Best coworker ever"

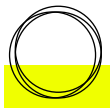
Fun Facts



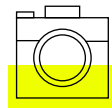
2
Children Books



315
Cutted bottles



3,325
Hoola hoops



625.317
Pictures taken

Tools

Sketch Invision Figma Zeplin Adobe CC Canva Fresco

Work Experience

11/2012 - 6/2021

Sr. Product Designer, Walmart

- Digitized processes and services for customers online and in the store
- Designed the next generation for three launches of Walmart.com across all devices
- Developed insight-driven user experiences based on multiple data points
- Collaborated in cross-functional and diverse teams in an agile environment
- Supported user research in shop-alongs and customer home visits

1/2012 - 11/2012

Sr. Interaction Designer, Intuit

- Designed, tested, and delivered experiences based on user needs and business goals
- Collaborated in cross-functional teams on A/B testing projects

8/2010 - 11/2011

UX Designer, Strato AG

- Designed B2C products and experiences

UX Volunteering

since 2021

Sr. UX Designer, Netzwerk Chancen

- Redesign: logo, website, share pics, and marketing materials

Netzwerk Chancen is committed to social diversity. We offer young adults from all over Germany workshops, mentoring, a strong network, and contacts with employers.

since 2021

Sr. UX Designer, German UPA

- Designing marketing materials

German UPA is a high-quality network for and of usability experts.

The association thrives on the voluntary work of its members, who are committed to sharing knowledge and forming opinions on the topic of usability and UX.

What co-workers say (360° feedback)

“Jana has stepped up to lead UX for an extremely complex and challenging track for Walmart, and that is full-site cart and checkout. Thank you Jana, you’re my Walmart eCommerce hero for this and will be for quite some time.”

“Jana is a great lead and the overall brain of checkout.”

“I know Jana will always ask me for whatever data is available for a story that we take on. This helps me make sure that I have the team working on the right stories.”

“Always has the user in mind – started contextual inquiries with associates we are building tools for so we could better understand how they work.”

“I appreciate Jana for taking initiative left and right and being an amazing partner in problem solving with our Devs.”

“I’m in awe of how well she synthesizes feedback from stakeholders and incorporates it into her design work.”

“High, high quality of work. She is very deliberate about understanding the requirements, what the end goal is, [and] why.”

“Jana’s great at taking care of her team and making sure each person on her team is heard/represented.”

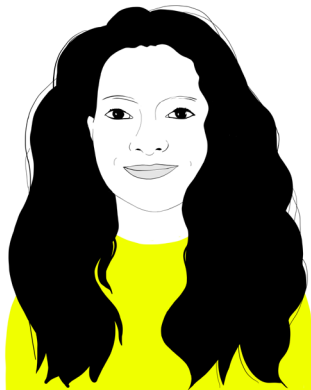
Attributes given by co-workers

collaborative
delightful

efficient
excellence

organized
passionate

responsive
thoughtful



Education

2009 **Certified Usability Consultant**
artop GmbH, Institute at the Humboldt University in Berlin

2002-2006 **Diplom Industrial Designer (FH)**
University of Applied Sciences Magdeburg-Stendal

2004-2005 **Design Student Abroad**
Akademia Sztuk Pięknych/Academy of Fine Arts in Poland, Poznan

Strengths (StrengthsFinder 2.0, 2012)

Restorative

I adapt to dealing with problems. I’m good at figuring out what is wrong and resolving it.

Individualization

I’m intrigued by the unique qualities of each person. I have a gift for figuring out how people who are different can work together productively.

Relator

I’m especially talented in the Relator theme enjoy close relationships with others. I find deep satisfaction in working hard with friends to achieve a goal.

Learner

I’m especially talented in the Learner theme and have a great desire to learn and want to continuously improve. In particular, the process of learning excites me.

Deliberative

The best way to describe me is the serious care with which I make decisions or choices. I anticipate the obstacles.