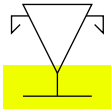


Jana Hesselbarth

mail@jana-hesselbarth.com +49 176 2188 5423

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

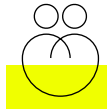
Key Facts



Awarded
red dot: best of the best

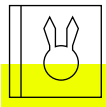


Certified
Usability Consultant

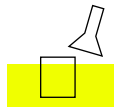


Teamplyer
"Best coworker ever"

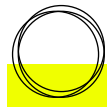
Fun Facts



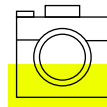
2
Children Books



315
Cutted bottles



3,325
Hoola hoops



625.317
Pictures taken

Tools

UX **Sketch** **Invision** **Figma** **Zeplin** **Adobe CC** **Canva**

ART **Fresco** **Pencil Brush** **Canvas Paint**

Work Experience

since 3/2022

Freelance Designer

- Designing internal tools for associates (Merchant, Supply Planning Coordinators)

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

Volunteering

1/2021 - 10/2022

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.

10/2014 - 12/2014

Spark Mentorship Program

- **Mentee: Maria, 7th grade**
- **Spark Project: Sewing beanbag**

Spark connects 7th-grade students with volunteer mentors based on common interests and skills for Workplace-Based Mentorships. Throughout a 13-week partnership, Spark Students and Mentors work together to complete a project related to their career aspirations.

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."

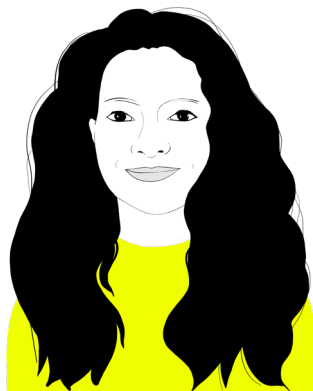
Attributes given by co-workers

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 (CliftonStrengths 2022)

Learner

People with a strong inquisitiveness love to learn. They are more interested in the learning process itself than in the learning outcome.

Achiever

People with a strong achievement orientation have stamina and are able to work persistently. Being productive gives them great satisfaction.

Responsible

People with a strong sense of responsibility feel committed to promises once made. Values such as honesty and loyalty count for them.

Advancement

People with a strong talent for development recognize and promote the potential of others. They have a sure eye for the smallest improvements and derive satisfaction from them.

Empathy

People with a strong sense of empathy can understand the feelings of others and empathize with the lives and situations of those around them.