

# Jocelyn Baun

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## WORK EXPERIENCE

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**Barnes & Noble, Inc.** • New York, NY 03/2021 - Present

### Product Designer

- Led end-to-end responsive web experience for a new subscription-based consumer-facing product, SparkNotes PLUS. Incorporated 6 features into the existing site resulting in \$558k net revenue and 16k subscribers.
- Designed a new loyalty program experience for multiple touchpoints in the Barnes & Noble iOS app.
- Integrated a bulk purchasing feature using Stripe Checkout into the checkout flow and account section.
- Conducted user research (qualitative and quantitative), revised the information architecture, and optimized a navigation menu's user experience.
- Collaborated with a cross-functional team (3 product managers, 5 engineers, 4 designers) to define problems and design solutions that balance business objectives and customer needs.
- Expanded and maintained the design systems for the NOOK app and SparkNotes.

**Jocelyn Baun Design** • New York, NY 06/2020 - 03/2021

### UX Designer - Freelance

- Conducted user research and designed wireframes for a college prep program's website update.

**Adobe** • New York, NY 01/2019 - 01/2021

### Content Curator - Contract

- Employed a user-centric mindset to solve visual challenges for clients in a deadline-driven environment. Turned ambiguous concepts into winning solutions including delivering a ~\$20k project.

**Google** • New York, NY 09/2017 - 10/2018

### Photo Editor - Contract

- Oversaw 11 contractors sourcing ~46k images for Google Travel initiatives.

**TripAdvisor** • New York, NY 05/2014 - 05/2017

### Photo Editor - Freelance

**Jocelyn Baun Photography** • New York, NY and New Delhi 01/2010 - 01/2018  
Owner

## EDUCATION

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### Bachelor of Arts (B.A.) in Psychology (Honors)

Northwestern University

### Certificate in UX Design w/UI Specialization

CareerFoundry

## SKILLS

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Design Systems, Figma, Interaction Design, Prototyping, User Research, UX Design, Wireframing, Zeplin