

JENNIFER KWAK

 jenniferkwak.com

 206-307-5185

 jenniferkwak12@gmail.com

Product designer with 7 years in enterprise software (5+ in UX), specializing in B2B SaaS. I take ambiguous, zero-to-one initiatives to shipped product, most recently leading design for a new monetization module and pioneering an AI-assisted design workflow with no precedent at my company. User needs first, business constraints respected, evidence over opinion.

WORK EXPERIENCE

FREQUENCY | Systems UX Designer

Mar 2026 - Present

- Built Frequency's first design system from a loose style guide: 3-tier token architecture (485 tokens), rebuilt component library, and 104 per-component usage-rule docs, ending styling drift between design and engineering
- Pioneered an AI design harness (Claude Code + Figma MCP): custom skills that generate design-system-compliant, editable wireframes, cutting concept-to-first-wireframe time from days to hours, now used by the design team for production wireframing
- Audited the production codebase to build the engineering case for design-token adoption: traced ~2,270 hardcoded color usages to 275 unique values, collapsed 1,137 contrast-audit failures to 3 root decisions, and pitched leadership a phased Storybook → token pipeline → Figma Code Connect roadmap

FREQUENCY | UX Designer

April 2024 - Mar 2026

- Lead designer for Monetize, Frequency Studio's new in-scene advertising module: drove the core screens from ambiguous requirements to dev-ready in 2 months against a hard conference deadline, coordinating two additional designers on secondary screens
- Shaped product scope with evidence: descoped a bulk-review subproject and made the case, against PM and executive preference, to cut a feature that served no validated user need; both were dropped, focusing the team on real customer problems
- Owned end-to-end design of the landing page for a new tool, the content-engagement surface for the entire customer base

ORACLE | Senior Cloud UX Design Consultant

Dec 2023 - April 2024

- Led the UX initiative to automate a manual CPQ (configure-price-quote) process, cutting sales reps' error-correction time, accelerating quote creation, and enabling robust sales-data analysis; aligned the solution with the org-wide design system

ORACLE | UX Designer

Dec 2021 - Dec 2023

- Led the redesign of Family Dollar's mobile checkout on iOS and Android, earning positive customer reviews.
- Audited a high-profile customer's B2B and B2C sites for accessibility, documenting 200+ WCAG issues in Jira and driving compliance and usability improvements
- Overhauled the Commerce Cloud Accelerator design system in Figma, improving consistency and efficiency across client projects
- Partnered with engineering and QA to launch multiple B2B/B2C commerce sites, aligning client goals with platform capabilities

ORACLE | Associate → Staff Cloud Engineer, OCI

Jul 2019 - Dec 2021

- Built 20+ custom applications on Oracle Cloud (APEX, OAC, ODA); supported a 40-person global team building an education platform that contributed to \$800K in revenue

VOLUNTEER EXPERIENCE

UCLA ONE - UX Designer Mentor

Sep 2021 - Present

- Instructed two EHR based 5-week UX workshop for 15 UCLA students, equipping them with essential UX skills in the absence of formal classes or internships.
- Served as the primary UX design consultant for a one-day hackathon hosted by a club at UCLA.

EDUCATION

University of California, Los Angeles
2015-2019

Major: Cognitive Science B.S.
Specialization: Computer Science
Minor: Asian Languages & Digital Humanities

SKILLS

AI-assisted design workflows
Design systems & tokens
Interactive prototypes
Wireframes
Usability testing
User interviews
Competitive analysis
Accessibility (WCAG)
Korean (Advanced)
Japanese (Intermediate)

TOOLS

UX Design:
Figma (Variables, Auto Layout)
Jira
Confluence

AI Workflow:
Claude Code
Figma MCP
Custom agent skills

Systems (roadmap):
Style Dictionary
Storybook
Figma Code Connect

Code:
HTML/CSS
JavaScript
React

UX Research:
Google Analytics
Tableau