Jennifer Herrera

Product Designer · San Diego, CA (open to remote) · 619-208-8558
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SUMMARY

Product designer with 7+ years designing mobile-native iOS/Android and web experiences, specializing in fintech and complex financial workflows. Brings end-to-end ownership from discovery through launch, partnering closely with product, engineering, and research, and prototypes with Figma and Claude Code.

EXPERIENCE

Product Designer 2 · Intuit (TurboTax) — Aug 2022 – Jul 2026

- Generated **$6M** in incremental revenue and **76K** additional completed returns by conceptualizing and shipping iOS Dynamic Island and Live Activities, driving a **3–4%** relative lift in same-day mobile conversions.
- Redesigned the Education Credits and 1099-SA/HSA tax flows, used by ~4M and ~5.3M filers a year, reducing screen counts by up to **50%** while boosting revenue per customer by **10–11%**.
- Architected the 0-to-1 Form 1099-DA crypto tax reporting experience for **3.25M** filers ahead of federal compliance deadlines, establishing the foundational framework for future crypto reporting flows.
- Spearheaded 26 growth initiatives across 4 tax seasons (**14.6M+** sessions tested), optimizing mobile-native onboarding, push notifications, gamified progress, and web-to-app conversion funnels.
- Directed cross-functional design workflows across iOS, Android, and web platforms, leveraging AI-native prototyping tools to accelerate user research synthesis and executive alignment.

Visual Designer (Contract) · Intuit (TurboTax) — Oct 2021 – Aug 2022

- Standardized the season-readiness workflow with a centralized Figma architecture, delivering 40+ high-traffic marketing web pages ahead of the annual product launch.
- Designed and ran 4 A/B layout experiments on the mobile web TaxCaster refund estimator, testing ways to keep the refund estimate persistently visible.

Jr. UI Designer · Holonis — Nov 2018 – Oct 2020

- Designed iOS, Android, and web interfaces for creator monetization features, including content feeds, interactive community groups, and integrated e-commerce pages.
- Expanded the cross-platform Sketch design system using Atomic Design principles and delivered high-fidelity interactive motion prototypes in Principle, InVision, and After Effects.

Freelance Graphic Designer — Jan 2016 – Sep 2018

- Designed print advertising and branded marketing collateral for local restaurant and healthcare businesses.

SKILLS

Design	Mobile-native UX (iOS/Android), cross-platform interaction design, zero-to-one product design, information architecture, design systems, visual design, AI-assisted prototyping
Research	A/B testing, growth experiments, conversion optimization, usability testing, research synthesis
Tools	Figma (Auto Layout, components, Dev Mode), Figma Make, FigJam, Claude Code, Adobe CC

EDUCATION

BA in Art, Graphic Design · San Diego State University · Summa cum laude — 2016