



# JEN HART

ARTIST | PHOTOGRAPHER | DESIGNER

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## EDUCATION

### NWACC

2014 | AAS in Graphic Design

Career Academy of Hair Design  
2006

Bentonville High School  
2004

## CERTIFICATIONS

### NWACC

2014

Technical Certificate in Graphic Design  
Certificate of Proficiency in Graphic Design

### NN/g Nielsen Norman Group

2021 | UX Certification

### LinkedIn Learning Certificates

2022-2023

UX DesignOps: Working with Developers  
Impromptu Speaking  
Leadership Foundations  
UX Research for Agile Teams  
UX Foundations: Storytelling  
Developing Self-Awareness  
UX Research: Journey Mapping  
UX Foundations; Research  
UX Deep Dive: Analyzing Data  
*Presenting to Senior Executives*

### NWA Real Estate School

2025

Classroom Completion & Passed Exam

## WORK EXPERIENCE

Mar 2024 - Present

Journey of this Hart

### Freelance Artist

- Versatile creative professional with experience in photography, graphic design, mixed media art, and UX design. I bring a collaborative mindset, a sharp visual eye, and a passion for creating meaningful work that leaves a lasting impression.

Oct 2019 - Mar 2024

JB Hunt

### UX Designer II

- Created interactive and visual artifacts such as wireframes, user flows, mockups, and prototypes by reviewing business requirements and implementing designs to help achieve business goals using UX best practices and design systems.
- Engaged in research activities with end-users, gathering user feedback, and conducting user interviews.
- Worked closely with Business Analysts, Product Owners, UX Designers, and Developers to understand business goals, advocate for the user, explain design processes and artifacts, implement feedback, and assess the technical feasibility of designs.

2014 - 2019

Venture Tech Startup - Mascot Media - Sideline Access

### Senior Designer - Creative Director

- Collaborated with lead developers and stakeholders to create and optimize various mobile and web applications. Worked with strategic partners to develop industry-leading products for clients.
- Collaborated with the sales team and clients for advertising requirements. Shared responsibilities for day-to-day company operations at a startup, working with a developer and project funder. Managed UI/UX for mobile apps, created the NIAAA National High School Sports App, and designed custom apps for local high schools. Designed marketing materials, managed the office, and prepared the company for a merger with Mascot Media.