

# Hettie Jenkins

## Lead Visual Designer

[hettiejenkins.com](http://hettiejenkins.com)

Somerville, MA  
hettiefj@gmail.com  
857-210-6336



2024: SEPT—PRESENT

### Lead Visual Designer

UKG, Lowell, MA

UKG is the company behind Ready, an HR software solution, where I am responsible for the visual evolution of the product interface.

Collaborating closely with UX designers and leadership, I provide design suggestions to enhance the application's look and feel, while guiding my colleagues to do the same. My work also includes refining the design system styling and creating new visual assets.

2022—2024

### Graphic Designer, Manager

Endomag, Cambridge, UK

Endomag is a medical tech company known for its globally-used breast cancer technologies. I was initially hired as the company's sole designer and later hired and line-managed a Senior Designer to support me. My responsibilities included overseeing the quality of the visual brand and supporting all marketing and sales efforts through designing all digital and print collateral.

My proudest achievements include designing an interactive booth that resulted in the company's highest-ever number of event leads, leading an audit focused on brand architecture and longevity, creating an email design system, supporting the launch of [endomag.com](http://endomag.com), and developing brand guidelines for their event, TBCC.

2019—2022

### Lead UX/UI Designer

MWB Agency, London, UK

MWB is a website design and development agency, where I led the creative direction for all client projects. My work spanned from wireframing to high-fidelity designs, UI stylesheets, interactive prototypes, user flows, and site maps. I frequently pitched and presented to clients, ensuring their vision was translated into effective designs.

I collaborated closely with developers, creating detailed design specifications for project handovers and conducting front-end design reviews to ensure smooth implementation. I initiated and executed a comprehensive modular design system, working with the Lead Developer to ensure it aligned with build capabilities and with the Operations Director to streamline design processes, improve efficiency, and drive profitability.

In addition to my design responsibilities, I line-managed another designer, supporting their workload and providing ongoing creative direction.

2018—2019

### UX/UI Designer

Visix, London, UK

Visix was a former client that later hired me full-time to join their website agency. In collaboration with other designers, I helped create custom websites, which deepened my understanding of information architecture and bespoke website development. My background in branding and illustration enabled the agency to expand its offerings, allowing us to provide services such as brand identity design and custom graphics to clients.

2017—2018

### Freelance Designer

Remote

As a freelance designer, projects I delivered most regularly to my clients included:

**Website design:** Designing, building (WordPress), editing, optimizing, and populating.

**Branding:** Designing or re-designing logos and brand identities, delivering comprehensive guidelines and ongoing support.

**Design collateral:** Creating functional templates for presentations, stationery, and marketing materials.

**Illustration:** Designing custom illustrations and iconography packs, and creating detailed diagrams and sketches.

2016—2017

### Graphic Design Specialist

Rising Tide, Zurich, Switzerland

I relocated to Switzerland for an in-house design position at Rising Tide, a corporate organization that managed the healthcare-focused intellectual property of Cancer Treatment Centers of America. I worked in the communications team and created design assets and materials for their medical device start-up. I designed multiple websites, created brand manuals, training materials, event communications, presentation slides, and social media content.

2014—2016

### Marketing and Communications Assistant

Proskills, Oxford, UK

2013—2014

### Apprentice Graphic Designer

BlueInk Design, Peterborough, UK

### About

30-year-old designer from Cambridge, UK living in Somerville, MA with 10+ years of experience.

### Skills

Creative Direction, Design Thinking, User Experience Design, User Interface Design, Product Design, Design Systems, Design/Line Management, Project/Client Management.

### Tools

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Suite, Sketch, Framer, Keynote/PowerPoint, Asana.

2005—2014

### Education

#### Apprenticeship

Graphic Design/ IT User Skills OCR Level 3 Diploma, Peterborough Regional College, UK.

#### Diploma

Art and Design BTEC Level 3 Foundation Diploma (Distinction), Peterborough Regional College, UK.

#### A-Level

English Literature and Language (A), Fine Art (A\*), Classical Civilization (B), Geography (b), The King's School, Peterborough, UK.

#### GCSE

10 A\* to C grade GCSEs including English, Fine Art, Math, and Science. St John Fisher High, Peterborough, UK.