

# JANE EFFANGA

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## PROFESSIONAL SUMMARY

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Results-driven UX Designer with a multidisciplinary background in design, engineering, finance and entrepreneurship. Proven ability to integrate diverse perspectives and approaches to create user-centered solutions that drive business success. Skilled at leading and collaborating with cross-functional teams, translating complex problems and visions into intuitive user experiences, and delivering impactful outcomes in dynamic environments.

## EDUCATION

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**Master of Science, Experience Design** | Northeastern University | GPA 4.0/4.0 Sep 2022 - May 2024  
**Bachelor of Engineering, Civil Engineering** | University of Benin | GPA 3.4/4.0 Dec 2006 - Feb 2012

## WORK EXPERIENCE

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**Digital Experience Designer | Northeastern University Information Technology Services** Sep 2023 - May 2024

- Collaborated with the digital experience team to continuously enhance the student hub experience for 12,000+ students.
- Conceptualized and developed a tagging system for the hub, enabling personalized recommendations based on student interests.
- Enhanced the campus map for accessibility and redesigned the "Me" page for student profiles based on research findings.

**Design Strategist | Urban Griot Collaborative (UGC)** Jul 2023 - Dec 2023

- Co-led the Urban Griot Playground pilot, a technology driven, culturally relevant intervention to enhance early childhood education
- Designed the UGP Early Childhood Ecosystem, framework, and tools, pioneering the Griot Quest Learning Kit, which transforms the curriculum into engaging, tactile, and interactive quests for classrooms, workshops and homes.
- Organized and facilitated co-design clinics with educators, technologists, and stakeholders to refine project components, aligning them with community needs and educational standards.

**Product Manager & UX Designer | VisaCheck** Mar 2022 - Aug 2022

- Led an 8-member team, driving strategic growth initiatives and key partner negotiations, significantly enhancing market position.
- Managed the design and development of the proprietary app and dashboard, conducting user research and usability testing, and implementing iterative improvements based on user feedback, resulting in a 48% increase in vehicle inspection speed.

**Founder & Design Lead | Sisijane** Sep 2018 - Feb 2022

- Founded and led a bespoke fashion brand, applying client-centered design principles to drive business growth and establish a strong market presence, resulting in repeat business and positive testimonials.
- Conducted client consultations and managed supplier negotiations, fabric sourcing, and production processes to maintain high-quality standards and on-time delivery.

**Investment Banking Analyst | CardinalStone Partners** Jun 2015 - Aug 2018

- Conducted in-depth market research and financial analysis to support strategic decision-making.
- Prepared detailed presentations and reports, transforming complex data into clear, actionable insights for stakeholders.
- Managed due diligence processes for transactions, ensuring thorough compliance with regulatory requirements.

## SKILLS

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**Technical:** Agile/Scrum Methodologies, User Research, Usability Testing, Product Roadmapping, Wireframing and Prototyping, Stakeholder Management, Data Analysis, User-Centered Design, Journey Mapping, Product Lifecycle Management, Requirements Gathering, A/B Testing, Information Architecture, Market Research, Design Thinking, Cross-Functional Team Leadership, User Experience (UX) Strategy, Competitive Analysis, Interaction Design, Personas and Scenarios Development

**Applications & Tools:** Figma, Adobe Creative Suite, Google Analytics, Notion, Miro, Trello, Sketch, InVision, Jira, Slack

## SELECT ACADEMIC PROJECTS & ROLES

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**Graduate Assistant, Experience Design Program | Northeastern University** Sep 2022 - Apr 2023

- Conducted a workshop with graduate students to identify needs and preferences, leading to the implementation of initiatives like portfolio design and review workshops and alumni chats events, enhancing student engagement and professional development

**Way2Go Boston - Behavioral & Experience Design** Jan 2023 - Apr 2023

- Applied behavioral and experience design principles to create interventions for enhancing the MBTA wayfinding experience, promoting sustainable transit behavior in alignment with Sustainable Development Goal 11.

**Farm2You | Product & Service Design** Sep 2022 - Dec 2022

- Designed and prototyped a service platform connecting consumers with local farmers, facilitating convenient home delivery while maintaining the authentic farmers' market experience.